

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXXII, No. 11

NEW YORK, SEPTEMBER 12, 1935



Sugar IS A MAGICIAN

You've seen it happen hundreds of times—a dessert, a cake, a beverage utterly delicious. Again, in the same household, the same comestible—but no compliments.

In more and more homes, this variableness is giving place to a regularity of ace-high goodness. The reason? Domino Pure Cane Sugars and Domino advertising.

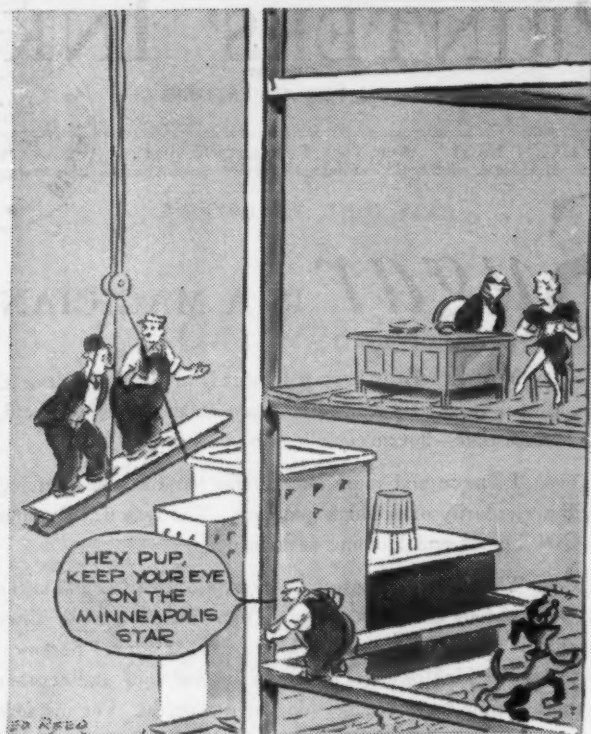
The sugar intelligentsia—domestic scientists and sugar experts—have long known that sugar is more than sweetness. They know that it won't do to use one kind of sugar for all purposes. That to use one kind of sugar one time for one thing and another kind another time for the same thing invites defeat. For instance—if you've ever sweetened a tall, iced drink with Domino Superfine Powdered Sugar, you'd never use any other type. For no other type dissolves so quickly—so thoroughly—in a drink.

In Domino Pure Cane Sugars, The American Sugar Refining Company has developed a family of sugars, each designed to do its own particular culinary job best.

American Sugar advertising is a consistent, persistent detailing of these individual virtues of specialized Domino Sugars.

N.W. Ayer & Son, Inc.

Advertising Headquarters • WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



"But what could I do, Boss?"

"... he said that his Iowa sales have been boosted so much that he had to have new office room at once. He's been advertising in The Des Moines Register and Tribune!"*

*The Des Moines Register and Tribune ... more than a quarter million circulation reaching 40% of Iowa buyers at lowest milline rates in Iowa.

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PRINTERS' INK

NEW YORK, SEPTEMBER 12, 1935

This Week

WHILE we catch our breath during the breathing spell, G. M. S., who, from behind his initials and his spectacles, is wont to look at the world of merchandising and tell us "I See Where"—G. M. S. looks this week at legislation that will confront the January re-convening of Congress and tries to see where we're heading.

Pending for Congressional action are no fewer than sixty bills that, more or less directly, will affect advertising. By way of warming up, G. M. S. looks backward a bit, to remind us that, during 1935, legislation affecting advertising and sales has claimed the attention of the legislatures of the States as well.

The States have made mandatory the registration of trade-marks. They have enacted laws touching on resale price-maintenance and on trade practices. They have forbidden their dentists to advertise. They have imposed taxes upon sales.

But Congress! Congress will go back to Washington after New Year's to re-attack: food-and-drugs bills, a bill to prohibit advertising that is "untrue, deceptive, or misleading," a bill to impose standards, bills to prohibit misbranding, bills to provide for the mandatory licensing of corporations, bills to regulate the advertising of imports, bills to establish manufacturers' sales taxes, bills to prohibit special discounts, bills concerning copyrights.

Bills—bills—bills—some of which, as G. M. S. predicts in this week's leading article, may pass.

But of all the bills, one bill is sure to go through. That one is

the fiddler's fee. And that's the one that the public pays, and pays, and pays.

* * *

Compared with advertisers who address the consumers, industrial advertisers constitute a company highly select. Developing the thought that, in **industrial space buying**, wise buyers study editorial appeal, William H. Schink points out that in several important markets, "it would be difficult to muster a hundred worth-while buyers." But here, as in other instances, the narrower the limits of the problem, the more difficult the problem becomes. Mr. Schink offers a method of analysis.

* * *

Usually, a sales prospect is as full of **objections** as a porcupine is full of quills; and often the prospect's bristling armor is merely a defensive mechanism by which he hopes to evade real issues. Sometimes, however, his objections are important; anyway, he thinks they are. Of all the objections that prospects can devise, Harry Simmons, Eastern sales manager of The Heinn Company, lists twenty-five, and offers answers.

* * *

To A. Wineburgh, president of the Carbona Products Company, almost nothing is new—including **new ideas**. Explaining how ideas can be dodged, Mr. Wineburgh quotes a form letter that has kept his company out of suits for plagiarism.

* * *

Jack J. Boyle, of McCann-Erickson, Inc., considers the factors in **market testing**. Often, he says—and proceeds to prove his point—

too much attention goes to copy and merchandising and too little to the test markets and test media.

* * *

Andrew M. Howe devotes solemn attention to the **technique of the comic strip**. Continuity advertising, he observes, seems to invite stupidity. Often the results are dull or—what is worse—unintentionally funny. Yet certain skilled advertisers—and Mr. Howe cites examples—avoid the dangers and achieve the advantages of this type of advertising.

* * *

Although he laments that the ethics of his own profession forbid his drumming-up business, Philip C. Pack, Michigan barrister, looks upon **advertising**—anyway, the writing of copy and the making of illustrations—as a **profession**; and for that profession he offers a code. He offers more—a plan of labeling by which anyone impressed by a piece of advertising, might learn, by reference to a code-book, who wrote the copy, who did the pic-

tures, and what agency placed the business. Right ingenious is Mr. Pack's suggestion. We expect it to lead to discussion.

* * *

With a **prize contest**, Timken went after increased sales—plus a list of prospects. Results: much business that otherwise might not have developed, plus a list of some 75,000 names and addresses. See "75,000 Prospects," by E. E. Irwin.

* * *

Now comes Frank F. Brooks, president of the Pennsylvania Bankers Association and president of the First National Bank of Pittsburgh to urge that, with the biggest advertising campaign we've ever seen, the banks of America **cure America's economic illiteracy** and save America's institutions.

* * *

That Congressional committee that is investigating the chain stores has called in the cops. Until you read "**Police Enter Chain Quiz**," you'll never guess why.

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FOOT MILEAGE REDUCED

Sales Increased

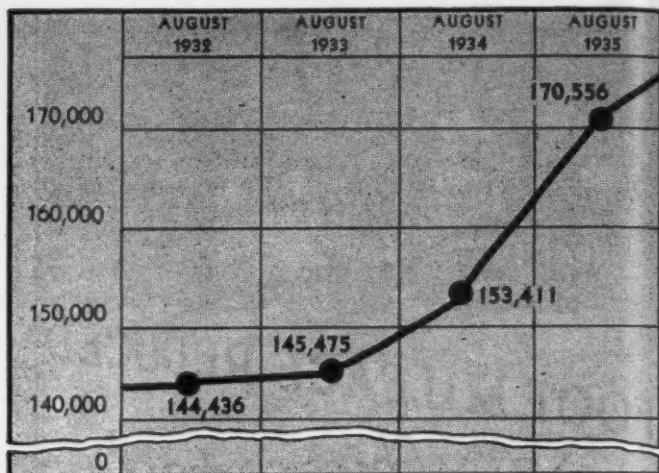
Increased sales come quickest and at least expense when good salesmanship is supported by good advertising. This is evidenced time and again in the busy Providence market where the Journal-Bulletin papers have so many times been the deciding factors that brought advertising support and consequent success to sales campaigns.

Time and Money Saved

To change dealer resistance to co-operative dealer acceptance . . . to turn consumer indifference to consumer demand . . . to drive your sales ahead in the shortest possible time and at least expense, choose the papers of established dealer and consumer preference in this market of rapidly expanding possibilities.

Providence Journal - Bulletin

PROVIDENCE
CHARLES H. EDDY, JR.
PROVIDENCE, R.I.
1935



26,210 INCREASE IN CIRCULATION

FOR the month of August, the average net paid circulation of The Milwaukee Journal was 170,556 week days and 196,336 on Sunday—gains of 17,145 daily and 17,219 on Sunday over August a year ago.

During the past three years, circulation has increased 26,120 week days and 20,999 on Sunday—solely on the merits of the newspaper.

Milwaukee Journal circulation is reader interest circulation . . . nearly 100 per cent home-read . . . gives intensive coverage where most desirable . . . represents the real purchasing power of the community.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

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60 Advertising Bills

Business Welcomes That Promised Breathing Spell, but Let's Look at Pending Congressional Measures

By G. M. S.

AT midnight on Monday, August 26, the first session of the Seventy-fourth Congress, having received some 13,800 bills and resolutions and enacted about 610 laws, adjourned sine die. Its eight months of effort left business wallowing in a sea of passed and proposed legislation.

In spite of the irate "Advertising Woman" who a few weeks ago slapped PRINTERS' INK for thinking out loud about matters political, it seems to me to be high time that those engaged in advertising and selling review the legislative situation—and if you don't think that's political, you're crazy. Business has been promised a "breathing spell" but whether that breathing spell will last one month or six, deponent carefully sayeth not.

Let's get the picture. Congress adjourned sine die; but, in spite of the "sine," you and I know the "die" will be January 3, 1936—and that isn't any too far away. 1936 is an election year. Speaker Byrns has stated that the session will be short, perhaps ending in early April. Normally this would be so, but it's so long since we've had normality in legislative circles that we cannot afford to judge by past performances any longer.

Limitations of space force me here to confine myself to Federal legislation. Not that State legislation is not important—perhaps it is more so. In 1935 we had some forty State legislatures in session, all of them desperately searching for sources of revenue. Among the States whose legislatures are scheduled for regular sessions in 1936 are: New York, Rhode Island, Virginia, South Carolina, Louisi-

ana, Kentucky, Massachusetts, Mississippi, and New Jersey. Undoubtedly, there will be in addition many special sessions called.

Last year we saw four legislatures receive what I believe to be highly pernicious bills to make mandatory the registration of all trademarks or suffer the loss of common law rights. We saw ten States enact resale price maintenance or fair trade laws. Alabama has received a bill modeled on the California Unfair Trade Practices Act and other States will follow. Fifteen States passed laws in 1935 forbidding dentists to advertise. State sales taxes—and twenty-four States have them—are moving toward advertising, as witness Missouri.

I am not condemning these bills, but certainly they affect advertising in general and their progress, whether you favor them or are against them, must be watched.

Nor does space permit me to point out—if pointing out is needed—the effect on advertising and selling of the Federal laws passed at the last session of Congress—the Security Act, the AAA Amendments, etc. A volume could be written on these and on the multitude of rules and regulations pro-

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"They don't dovetail"
Bronstrup in the San Francisco Chronicle

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rule of conduct laid down by
ington in his Farewell Address:
s our true policy to steer clear of
nent alliances, with any portion
foreign world."

h the possible exception of the
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uch a deep and lasting effect on the
a's foreign affairs. Here was a *basic*
eding the hunger of the American
s for independence.

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ted to an extent that Washington
efferson could hardly have foreseen.
country was no longer weak. It
o longer isolated.

hen America entered the World
it insisted that its action should be
ed as an independent enterprise.
emy was fighting the Allies and
ited States.

e League of Nations? The World
t? "Entangling alliances with
"

OTHING equals the power of a
asic idea. One idea, taking root
e consciousness of a people, in-
ces their national life for cen-

turies. Another, bringing a sudden
revulsion of popular feeling, routs an
entrenched political party. A third,
giving a product new distinction in
terms of human need, changes the
sales line-up in a hundred-million-
dollar market . . .

Yet a vast amount of national ad-
vertising shows no success in finding
a basic idea. It lacks any message
capable of getting beyond people's
eyes, *into their minds*.

It is only when the major responsi-
bility for selling a product rests some-
where else—not on the advertising—
that this can continue. Some of the
greatest "advertising successes" are
monumental successes in shifting
responsibility.

J. Walter Thompson Company has
come through a school which holds
advertising to its full responsibility as
a *sales* force, not a "good will" force,
or "impress the dealer" force, or any
other kind of force. Consequently, this
agency has learned the necessity of
basic ideas, and is never content to
send a product to market without one.

J. WALTER THOMPSON COMPANY

mulgated by the various bureaus and agencies of government.

A quick recapitulation reveals more than sixty measures pending in Congress which more or less directly affect advertising. I shall endeavor to touch lightly on these.

The first which comes to mind is the proposed food and drug legislation. There were five bills introduced into this Congress to revise the Pure Food and Drugs Act: S.5 introduced by Senator Copeland on January 4; S.580 introduced by Senator McCarren on the same date; H.R.3972 introduced by Representative Mead on January 16; H.R.8805 introduced by Representative Sirovich on July 10; and H.R.8941 introduced by Representative Jenckes on July 23.

All of these, save S.580, are pending before the House Committee on Interstate and Foreign Commerce. Hearings have been held by a sub-committee of that committee.

Passage of Bill Next Session Is Uncertain

Whether or not a bill will come out of the confusion and be passed at the next session of Congress is a question. Your guess is better than mine. My own opinion is that a bill will be passed, but it should be remembered that the Department of Agriculture is not exactly the favorite child of the House, that the industries involved are not unanimous in wanting a new law, that the Federal Trade Commission with many friends in the House is not going to give up the control of advertising without a struggle, and that no Congressman is anxious to offend any constituent in an election year. These and many other factors enter the picture.

Another and almost forgotten bill still pending is H.R.197 introduced by Representative Buckbee "to prohibit untrue, deceptive, or misleading advertising." It is identical with H.R.5697 introduced by Mr. Buckbee into the 73rd Congress. Having been introduced by a Republican, it has, I think, no chance of passage in the present Congress. It remains in the House Committee on Interstate and Foreign Commerce.

H.R.24 and H.R.25, introduced by Representative Huddleston on January 3, would make mandatory the adoption of standards for every article of commerce and the marking of each article according to those standards. H.R.24 is identical with H.R.6213 introduced into the 73rd Congress by Mr. Huddleston. H.R.25 differs but slightly. Both bills are in the House Committee on Interstate and Foreign Commerce where it seems probable they will die, although certain elements in the present administration are still working hard for mandatory standards and grading.

On May 27, Senator Walsh introduced S.2909, "to protect the public against fraud by prohibiting the sale or shipment in interstate commerce of misbranded articles." The bill would reinforce the power of the Federal Trade Commission by providing for judicial condemnation of misbranded articles and would "remove the necessity of applying the test of competition" in cases under the F.T.C. It defines misbranding and makes it cover false and misleading advertising in broad terms. This is an important bill which will bear watching. A companion bill, H.R.8744, was introduced into the House by Representative Russell. Both bills are in the respective Commerce Committees.

Numerous Bills on Federal Licensing of Corporations

To overcome in some measure the unconstitutionality of attempts by the Federal Government to rule over intrastate commerce, numerous bills have been introduced to provide for mandatory Federal licensing of corporations. The first is S.579, introduced on January 10 by Senator Borah and referred to the Committee on the Judiciary. Another is H.R.7984, introduced by Representative Moritz on May 9 and referred to the Ways and Means Committee. It is a much broader bill and is aimed at chain stores.

The next is H.R.8352, introduced on June 4 by Representative Shanley and referred to the same committee. It would extend Federal control over all industry

The Sur-
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families
success



The

Some People Don't Read THE SUN . . .

The Sun is not an effective medium for those who want to reach the families in the city's poorest districts, the families who, unfortunately, are compelled to buy unadvertised, unknown merchandise at the lowest possible prices. . . . But for those advertisers who want to reach and sell the families of moderate and more-than-moderate means, The Sun, as many successful advertisers will tell you, is an unusually productive medium.



RED HOOK is located in the western part of Brooklyn. Figures for the 666 families interviewed here are as follows:

EVENING		MORNING (week-day)	
Families Reading		Families Reading	
The Sun	6	Newspaper A	484
Newspaper A	275	Newspaper B	169
Newspaper B	53	Newspaper C	67
		Newspaper D	21
		Newspaper E	13

The Sun
NEW YORK

through the medium of levying an excise tax of \$1 a year on every person, firm or corporation and would create a "Federal Commerce Control Commission." On August 5, Senator O'Mahoney introduced S.3363, which would provide for the Federal licensing of all corporations. It is believed to have been written by labor. It was referred to the Senate Commerce Committee.

Two bills having to do with the advertising of imported goods are before Congress. H.R.8315, introduced by Representative Edmiston on June 3 would require "statements of the foreign origin of articles to be included in advertisements of such articles." H.R.8518, introduced on June 15 by Representative Martin, would require the same thing. Both bills were referred to the Committee on Interstate and Foreign Commerce.

Measures on State Taxation of Interstate Sales

At least four States have petitioned Congress during 1935 for the passage of a bill "similar to S.2897." This was a bill introduced into the 73rd Congress by Senator Harrison "to regulate interstate commerce by granting the consent of Congress to taxation by the several States of certain interstate sales." That bill in the 73rd Congress passed the Senate on March 15, 1934, but died in committee in the House. On January 4, 1935, Representative Lea introduced H.R.3971, which is virtually identical with the old S.2897. It would, in effect, give any State power to levy its State sales tax on articles in interstate commerce. It was referred to the House Committee on Interstate and Foreign Commerce. A bill, S.944, which would have a similar effect, was introduced on January 14 by Senator Wheeler and referred to the Committee on Commerce, reported out, and is on the Senate calendar. It would amend Section 5 of the Federal Trade Commission Act to include practices "affecting" interstate commerce. S.944 actually passed the Senate, but the vote by which it passed was immediately reconsidered and the bill has been

passed over each time it came up on the calendar. These bills are far-reaching in their scope.

H.R.134, introduced on January 3 by Representative Celler and referred to the Committee on the Judiciary, concerns itself with the establishment of uniform requirements affecting Government contracts and the publication of advertisements therefor.

Two Bills on Manufacturer's Sales Tax

Two bills calling for a manufacturer's sales tax are still before Congress. On January 3, Representative Treadway introduced H.R.1424, which would impose a manufacturer's excise tax. On March 1, a similar bill, H.R.6327, was introduced by Representative McLeod. Both went to the Ways and Means Committee. I do not believe either of these has much chance, but again I may be quite wrong. Certainly, spending as we are over \$3,000,000,000 a year, revenue must be produced from somewhere. To many, a manufacturer's excise tax is the most equitable method of taxation. They point out that it has worked in Canada and in many other countries. They further point out that through processing and "misance" taxes we virtually pay a sales tax on everything anyhow. But just or not, too many Congressmen are on record as opposed to the general manufacturer's excise tax idea. Whether the White House or some other factor will change their minds is problematical.

In addition to the bills I have mentioned, there were at least four measures introduced to increase the powers of the Federal Trade Commission. Senator Nye introduced S.2199, "relative to the reasonable regulation of competition," which was referred to the Committee on Finance. In brief, this measure would allow industry to co-operate under the F. T. C. to eliminate unfair competition. On April 29, Senator King introduced S.2445. It was in the nature of a substitute for the then pending NRA measure of Senator Harrison. It would permit the F. T. C. to invite

(Continued on page 82)



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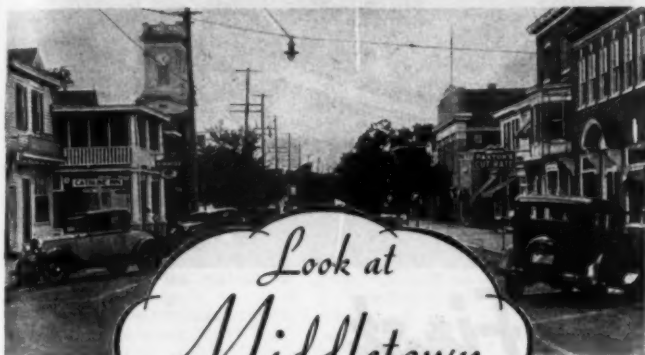
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To Improve Your Sales In New York



Look at
Middletown
Del.

You may think there is little in common between the tremendous New York market and the little one of Middletown. But in the smaller one you can get a sharp-focus picture of your preferred - prospect market in New York's conglomerate mass of humanity.

Look at this list of active buying families: the principal of the high school—a woman employe of the state—a widow—a monument maker—two high school teachers—the matron of a private school—the secretary of the same school—a retired mer-

chant—an insurance agent—and the president of a bank. These are some of the families regularly receiving The New York Times in Middletown, Del.

Here is an example of the type of intelligent, substantial families reading The Times . . . not just in the relatively unimportant market of Middletown but in the tremendous and vitally important New York market. Extra sales effort centred on The New York Times audience with its concentration of preferred prospects will help improve your sales in New York.

The New York Times



First

IN FARM INCOME INCREASE

Purchasing power in Indiana moves upward as shown by recent announcement made by the Department of Agriculture. The state led all other commonwealths in increase in income from the sale of principal farm products in the first six months of the current year.

According to the Department's figures, income from crops in the state during the six months amounted to \$16,064,000, as compared with \$12,748,000 in 1934. Income from live stock \$90,855,000, as compared with \$58,962,000 in 1934.

Indiana families are able to buy and ready to buy. Advertising in the newspaper that they read and respond to **HABITUALLY** makes the most of the big opportunity that this far-reaching market affords.

THE INDIANAPOLIS

News

New York: Don A. Corvill, 116 E. 42d St. Chicago: J. E. Lutz, 180 N. Mich. Ave.

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In Industrial Space Buying—

Biggest Job Is Appraisal of Editorial Values, and Here Is the Reason and the Modus Operandi

By William H. Schink

Space Buyer, G. M. Basford Company

THE industrial space buyer encounters problems which do not bother the buyer of space in consumer media. Both aim to reach certain markets and they both attain their objectives by purchasing enough circulation for the purpose. The consumer space buyer may concern himself with the character of the circulation he buys. But aside from that he need go no further than to make sure that it adequately reaches the market to which he is appealing.

As a rule, consumer markets are composed of numerous units—hundreds of thousands and millions. Quantity is a big factor in consumer space buying. The only way the buyer can reach mass markets is through large circulations.

Quantity does not play such a big part in industrial space buying. Industrial markets can be measured in much smaller units than the consumer field—tens of thousands, thousands and even hundreds. I know several important industrial markets where it would be difficult to muster a hundred worth-while buyers. There are any number of very large industrial markets, where the total number of buyers is less than a thousand.

Obviously, quantity circulation is not needed to reach these fields. Neither is quality circulation the solution of this problem. There are values, other than quantity and quality, which the industrial advertiser must demand in the circulation he buys. For example, there is the matter of buying influence. There may be scores of persons in a large industrial organization who have something to say about what is bought. No one can sell this concern unless all or at least

most of these influences have approved the purchase. The industrial advertiser has to get his story to most of these people.

In some cases, the important buying influences in an industrial market can be reached through one or two publications. More often it takes a number of papers to get a message to them. This is particularly true when the persons who wield buying influence are scattered through various divisions of a business—sales, executive, production, etc.

Choosing Media for a Production Article

Now, supposing it is a production article that must be sold to this miscellaneous group. The problem in that case is whether to use a periodical whose principal editorial interest is production or to use an executive paper that deals incidentally with production. Usually such problems in industrial space buying cannot be solved by formulae. They have to be handled in accordance with the peculiar requirements of each case. But they are generally solved by a consideration of the editorial values of the publications that reach the advertiser's market, rather than by analyzing the circulation of these papers.

Another thing that adds to the puzzles of industrial space buying is that the advertiser frequently changes the point of emphasis in his markets. He may concentrate on a production appeal for a period, and then shift to a sales appeal. In introducing a new industrial material, such as a plastic, it is customary to direct the advertising to production executives during the

earlier stages of the marketing effort. At this stage of the campaign, it is necessary to tell how the material can be used in manufacturing, explaining how it can be fabricated, where it can be used more effectively than competing materials, and detailing everything else about it that a factory superintendent might want to know about the material. At this step in the marketing effort, the media employed may be entirely production papers.

After a year or two, however, the production educational job will have been completed. The plastic being advertised becomes a familiar material to production executives. They know all about it and know how to use it under every condition. Then it may be advisable to aim the advertising at the sales end of the advertiser's market. In other words, begin telling the sales executives of the companies using the plastic how the employment of the material makes their products more salable. In such cases it may be decided to drop the production appeal permanently. In other instances it may be deemed good policy to continue some effort on the factory side of the market regularly, although centering the major emphasis on helping customers to sell their products.

Some Advertisers Sell to Many Markets

Another problem in industrial space buying is that the average advertiser in this field sells to many markets, sometimes to hundreds of them.

All of the elaborate analysis, described in the foregoing paragraphs, has to be gone through for each market that the advertiser may be entering. And a different type of campaign may be carried on in each place. An intensive coverage of all elements in the market may be required in one line and only one segment in the market need be appealed to in another field. As a consequence an exhaustive study must be made of the editorial contents of all the publications that might be used in this many-tentacled advertising campaign.

To enable us to deal intelligently with these complexities of industrial space buying, we originated a system of analysis which we have been using with increasing satisfaction for the last two or three years. In operating this system we analyze publications under consideration from these three standpoints: Editorial contents; circulation; the advertising being carried.

Editorial Contents. To be of any value this analysis must be exhaustive. Each article and editorial feature has to be thoroughly studied. What was the editor's objective in publishing the article? To whom is it directed—to management, to engineering, to designing, to production, to sales executives or to whom? How much space is given the article? Why? Is the article good, fair or poor? How can it be classified as to whether it is general, inspirational, technical, news, description of a new process or of a new product, etc.?

This analysis is recorded on forms so as to make easy the comparison of publications. After a breakdown of this sort has been made of all the papers in a field, it is usually quite clear which of them adequately reach the market that the advertiser wishes to cultivate. Publications that are not doing a good job editorially are shown up by the analysis. On the other hand, it may be revealed that the paper is well edited, but that it is edited for a market or for a section of the market different from what the advertiser wants to cover.

Circulation. Usually circulation information is completely given in A. B. C. reports. In most cases, the space buyer need go no further than to analyze the current report. There are times, however, when it is necessary to go back several years to get a true picture. This has to be done where there has been a radical change in the data provided by the report, or where there has been wide fluctuation in circulation. Such fluctuation has to be explained.

Generally speaking, A. B. C. reports today permit of direct com-

parison of by position shows the circulation equal in some instances. The carefully the circulation want to it is ob or through these ar representation.

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parison of circulation classifications by position. Page 2, of course, shows the territorial distribution of the circulation. Page 3 is perhaps of equal importance with the occupational classification of page 1, and in some cases of greater importance. This page should always be carefully analyzed. It shows how the circulation is secured. We want to know in every case whether it is obtained through the mails or through salesmen and whether these are the publisher's own representatives or outside agencies.

In analyzing this page, the integrity of the publisher, if I be permitted to use that term for lack of a better one, is given a great deal of weight. As a whole, however, the experienced space buyer has no trouble evaluating the information this page contains.

Advertising Pages. We regard the present advertising carried by a publication as either a verification of our good judgment, or as a caution signal. Where competitors are using a publication that we also have selected, our decision usually is allowed to stand without question. But if our client's competitors are using a publication that does not stand up under our system of analysis, it may mean that these other advertisers are not in accord with our space-buying ideas, or that we may be overlooking values in the paper or even in the market it reaches.

If our client's principal competitors are using a publication that we have discarded, we try to find out why. We re-check our own analysis, and if that does not satisfy, outside sources may be consulted. A field investigation is sometimes made to get the needed information. The same course will be followed where we are using a paper and our client's chief com-

petitors are not. In such re-checks of our judgment, we have to recourse on occasion to a consideration of the standing of the publisher in the industry, the standing and influence of his editorial staff and the appearance of the publication itself.

In checking as to why an advertiser is using a medium, it is generally necessary to look behind the scenes. For example, what is the sales set-up of the advertiser? An advertiser may have excellent distribution and a thorough marketing set-up in a territory where his competitors are weak. The medium that our system of analysis shows to be Number 1 in the industry may be outclassed in that particular territory by a local paper. In that case the local publication is logically the one we should use.

Then again the policy of the advertiser may be to reach the individuals in a certain occupational classification in a field, whereas the leading publication in that field may reach management, and the second or third publication in the industry may circulate among the men further down the line where the advertiser wants to deliver his appeal. Obviously, the second and third papers should be employed in these instances.

The ramifications of this subject are almost endless. In general, all the factors peculiar to the product and the company making it and peculiar to the market in which they want to sell and to all competitors operating in these fields must be given weight and taken into full consideration before any decision is arrived at as to the media to be employed. Media of maximum effectiveness cannot be selected in any other way in industrial space buying.

+ + +

Fireside Industries Appoints McCann-Erickson

Fireside Industries, Inc., Adrian, Mich., gift wares and decoration, has appointed McCann-Erickson, Inc., to handle its advertising. The Detroit office will service the account. A fall campaign will use magazines.

Ruth Waterbury, Editorial Head, "Photoplay"

With the retirement of Miss Kathryn Dougherty as publisher of *Photoplay Magazine*, New York, Miss Ruth Waterbury has been given complete editorial charge and will edit the magazine from Hollywood.



Ritz Tower, Park Avenue, New York

built for **moderns**

. . . edited for today's alert men
and women who like news told
precisely and speedily . . . avail-
able to sales managers who look
for these same qualities in advertis-
ing results. . .

HEARST NEWSPAPERS

**29 VITAL SELLING FORCES
IN 15 GREAT MARKET AREAS**

Writing to the Masses

LINCOLN ENGINEERING COMPANY
St. Louis

Editor of PRINTERS' INK:

Thank you for "A Job for Sainte-Beuve."* It has been an inspiration and a comfort. Incidentally, it was a surprise. Somehow in this prosaic age of machine-made advertising it brings one up with a round turn to know that there are, in the world we labor in, men who really read and think of what they read. Sainte-Beuve is one of those little-known philosophers of letters who have shaped the mental destinies of writers and whose influence has been a boon to humanity.

How many there are who should read your "Sainte-Beuve Edits Some Auto Copy"! And how many there are who could do, as my old friend Claude Hopkins did so regularly—take a good dictionary to heart and learn "words"! I have known Claude to spend hours over a dictionary digging out the quality of words he used, to attain greater simplicity of expression, shorter, stronger words for use in headlines as well as in text.

And another of his principles of copy writing might be a guiding light in this age of boastful copy writing. "Sell the service your product renders before you attempt to sell your product," he repeated again and again. Isn't that a keynote many of our writers could use?

Simplicity of form and words was a fetish to Hopkins. It is to those who write successfully for the masses. Arthur Brisbane echoed this when he commented on

* "A Job for Sainte-Beuve," by Arthur H. Little, *PRINTERS' INK*, August 29, 1935, page 51.

an editorial I had written for the Hearst papers. "Your editorial is very good," he said. "It is strong, logical, forceful, the theme is well developed, your conclusions excellent. If our paper went only to the Gold Coast"—I was writing for Chicago—"I wouldn't change a word. But much of our circulation is to the masses. So rewrite it in words of one syllable, let no phrase be of more than ten words, and let each sentence convey a complete thought. Otherwise retain the basic ideas and the logical development you have here."

Here, too, a great master of the art of writing for the masses sounded a great basic principle which could be used to advantage by our copy men.

If one were laying down a rule for copy writing might it not be summarized into "A real idea" first, expressed in the simplest form possible in words of one syllable, in ten-word sentences, each sentence a complete thought."

I don't know if Hopkins knew his Sainte-Beuve, but he was an omnivorous reader and probably did. Brisbane knows him, I am sure.

Why doesn't Mr. Little formulate a "Guide to Good Copy Writing" for the good of advertising? I don't know anyone who is better qualified and who has the right mental balance. I like the way he thinks and the way he spills his thoughts.

Again thanks for the Sainte-Beuve article. I have been a Sainte-Beuve addict so long it is pleasant to know that my admiration of the philosopher-writer is shared.

J. M. HANDLEY.

Directs Mohawk Rubber Sales

J. L. Earl has been appointed vice-president in charge of sales and advertising for the Mohawk Rubber Company, Inc., Akron, Ohio.

With Dallas Agency

Clyde M. Thuma, formerly with the Dallas *Times Herald*, has joined the copy and layout department of the Ratcliff Advertising Agency, Dallas.

How Ideas Can Be Dodged

Form Letter, the Result of Experience, Protects This Manufacturer from Unfair Suits

PROTECTION of ideas by the person submitting them to the advertiser is one problem. Protection of the advertiser against unfair suits and charges of plagiarism is another and equally vexing problem. A. Wineburgh, president, Carbona Products Company, who has been reading the articles on protection of ideas* informs PRINTERS' INK that it is his company's policy not to expose itself to plans and ideas brought in by speculative outsiders.

"Our experience, dating back more than thirty years," he tells PRINTERS' INK, "long ago convinced us that most of the ideas submitted to us were merely duplications of ideas that we had already used or that we had cast aside as unusable. It has been my own experience that in nine cases out of ten where a hopeful artist brings in a car card it will make some use or variation of the famous quotation, 'Out, out, damned spot.'"

"This is a most obvious copy angle for a cleaning fluid and yet many, many hopefuls think they have struck a new and rich vein when they think of it.

"Some years ago the vice-president of a large bank came to my office and said that he had an idea that would quadruple our sales. He wanted to be thoroughly protected. I refused to listen to the idea, but he was insistent. Finally, he suggested that we draw up a contract wherein we would set down all the uses for Carbona that we knew. Then if he suggested a new use not on the list we would pay him liberally for it.

"His astounding proposal floored

me for a moment; then I suggested a plan which he nearly took seriously. I told him that I thought his was a good idea but that instead of drawing up such a contract with our company I was in favor of financing him to go around to all the large companies and to get them to draw up similar contracts. 'Then,' I said, 'all we've got to do is to wait for one of these companies to spring some big idea and then we can jump in and make millions.'"

"This is typical of some of the harebrained schemes that come to the average manufacturer. Some years ago we drew up a form letter which we invariably use when ideas are offered us by mail."

Here is the letter referred to by Mr. Wineburgh:

DEAR MR.—:

This will acknowledge receipt of your letter of —, referring to (an advertising suggestion) (a new use —) which you believe you have discovered for Carbona Cleaning Fluid.

The booklet that accompanies every Carbona bottle and the label that appears on each bottle covers relatively few of the many uses already known to us for which Carbona Cleaning Fluid is well adapted.

Our experience in advertising this product, covering over 30 years, convinces us that it pays best to confine our advertising to these uses.

Before we could even discuss the possible value of what you believe to be (a new suggestion) (an original discovery) we would have to be told what it was, and having been told, there would be no protection for you against our using it, and if it is a (suggestion) (use) —

we already know, and we should at any time in the future decide to use it, it would likely result in the

* "That Agency Idea Suit," PRINTERS' INK, July 4, 1935, page 17.

"Property Rights in Ideas," PRINTERS' INK, August 1, 1935, page 7.

"When Ideas Are Property," by I. W. Digges, PRINTERS' INK, August 6, 1935, page 7.

— DAILY —

New York Evening Journal
 Chicago Evening American
 Albany Times-Union
 Syracuse Journal
 Rochester Evening Journal
 Boston Evening American
 Detroit Evening Times
 Wisconsin News
 Baltimore News-Post
 Washington Times
 Atlanta Georgian
 Omaha Bee-Herald
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer

— SUNDAY —

Boston Advertiser
 Albany Times-Union
 Wisconsin American
 Rochester American
 Detroit Times
 Baltimore American
 Atlanta American
 Omaha Bee-Herald
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer



HEARST INTERNATIONAL

NEW YORK · CHICAGO · DETROIT · CLEVELAND · PHILADELPHIA · ST. LOUIS

finger of suspicion being pointed at us.

For these reasons, we must excuse ourselves from going any further into this matter, as in this way only can we avoid every possibility of a misunderstanding.

Thanking you for your interest, and trusting that you will appre-

ciate the position we deem best to assume in this matter, we are,
 Yours very truly,

CARBONA PRODUCTS COMPANY.

Mr. Wineburgh says that this letter protects his company and "lets down the idea men without too much ill-will."

And

W

A DOUGHNUT

Cruller.

WHEN you want an old-fashioned doughnut, you'll have to call it "cruller" in New England, "fried cake" if you are in Dixie, or you'll get another product without "the fine, tasty hole."

Other sections, other habits—everywhere you have to speak in local terms for what you want, whether it's dollars or doughnuts.

Markets may be of any size, but people are still local in their habits. That is why adroit manufacturers use the most *flexible* approach, adapting their advertising according to *local conditions* . . . selling the country, area by area.

This can be done . . . through the 26 Hearst newspapers which we represent . . . concentrating their dominant influence in 15 of the country's best market areas . . . flexible in their ability to combat local conditions with advertising of local and timely interest.

ADVERTISING SERVICE

WILLIAM B. HEARST, CHAIRMAN

ATLANTA • BOSTON • CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • MINNEAPOLIS • NEW YORK • PHILADELPHIA • PITTSBURGH • RICHMOND • ST. LOUIS • ST. PAUL • SEATTLE • WASHINGTON

25 Sales Objections

And Also 25 Answers That Will Help Turn Prospects' Excuses
into Selling Points

By Harry Simmons

Eastern Sales Manager, The Heinn Company

WHEN a prospect says "I don't want it," he may not always Don't forget that there is a "return to quality" today in every type of

finger of suspicion being pointed at us.

For these reasons, we must excuse ourselves from going any further into this matter, as in this way only can we avoid every possibility of a misunderstanding.

Thanking you for your interest, and trusting that you will appre-

ciate the position we deem best to assume in this matter, we are,
Yours very truly,

CARBONA PRODUCTS COMPANY.

Mr. Wineburgh says that this letter protects his company and "lets down the idea men without too much ill-will."

Coty's New Powder

COTY is introducing a new face powder this month called "Air Spun"—appropriately named because it gets that way, according to its maker, by "rushing torrents of fresh, pure, clean air whirling fine face powder about at cyclone force—1,250 miles an hour—till each microscopic particle is fluffed and buffed to petal-like softness and smoothness."

Furthermore, says Coty, "a cyclone force comparable to the torrents of air that go into the mak-

ing of 'Air Spun' will carry the news to every corner of the country"—meaning by magazines, newspaper rotogravure and radio.

For a while this advertising will be a "news" campaign. In the meantime Coty is testing headlines and appeals in the Chicago territory with coupon advertisements in order to determine the most effective appeal ("dry skin," "powder wrinkles," etc.) for a campaign that will follow its "news" copy.

Norman Warren Joins Geyer-Cornell-Newell

Norman Warren has joined the copy staff of Geyer, Cornell and Newell, Inc. He was formerly with Albert M. Ross, Inc., Pedlar & Ryan, Inc., and *Delineator*, for which he was promotion manager. The Detroit office of Geyer, Cornell and Newell will be located in the New Center Building. As previously reported, Vance C. Woodcox will be the agency's Detroit manager.

Made Western Manager "American Druggist"

Edward Bruce Nolden has been appointed Western advertising manager of *American Druggist*. For the last three years he has been Western manager of the Scripps-Howard Newspapers with which he has been associated for eight years.

M. C. Meigs, Publisher, Chicago "American"

The general management of the Hearst Newspapers has announced the appointment of Merrill C. Meigs as publisher of the Chicago *Evening American*. Mr. Meigs previously held the title of manager.

Auer, Assistant Publisher, New York "Evening Journal"

George J. Auer, advertising manager of the New York *Herald Tribune* for the last ten years, will join the New York *Evening Journal* as assistant publisher, effective October 1. He became associated with the *Herald Tribune* twelve years ago, previously having been with the New York *American*, Albany, N. Y., *Knickerbocker Press* and *Atlanta Georgian*.

Baer-Louis Broadcast Under Buick Sponsorship

From Thomas H. Corpe, Buick's director of advertising and sales promotion, comes the announcement that Buick will sponsor the Baer-Louis heavyweight prizefight. The broadcast will tie in with introduction of 1936 models in the line. The fight takes place on September 24.

Nelson R. Perry with Station WOR

Nelson R. Perry, who recently resigned as advertising manager of *Liberty*, has joined the sales staff at New York of station WOR. He had been associated with *Liberty* since 1924.

25 Sales Objections

And Also 25 Answers That Will Help Turn Prospects' Excuses into Selling Points

By Harry Simmons

Eastern Sales Manager, The Heinn Company

WHEN a prospect says "I don't want it," he may not always mean what he says. There is always a possibility—and frequently a probability—that he merely hopes to get rid of you; he is afraid that if you talk to him much longer, you might sell him something. The wide-awake salesman endeavors to turn every sales objection into a selling point; and as a matter of fact, there are very few sales objections that cannot be answered constructively. The only sales objections that stump the salesman are usually those that he is in doubt about himself, which is just another way of saying that he needs to be re-sold on the line before he can sell the prospect.

In the usual routine of selling any service, product or merchandise there are a certain number of objections that recur again and again. Here are twenty-five of them—with some suggested answers:

1. "Your Price Is Too High."

Are you sure about that, or is your standard too low? A quality product deserves a quality price. Figured on the basis of durability, satisfaction and prestige, this is actually the lowest price product on the market. Figure it out for yourself by the simplest arithmetic. If you pay only 10 or 20 per cent more for a product that lasts twice as long and gives twice the service and satisfaction, which is the cheaper? Regardless of what you buy, you get only what you pay for; and if you pay a cheap price, you get a cheap product. The important measuring stick is not price, but value.

2. "Your Quality Is Too Good."

No quality has ever been too good for the American public!

Don't forget that there is a "return to quality" today in every type of buying. The better the product, the more it is sought after. The longer it lasts, the cheaper it becomes. A quality product really gives the buyer an extra premium in return for his discriminating selection. I don't care who buys your merchandise—the persuasion of quality will exert a terrific appeal and will frequently draw the few extra pennies out of the customer's pocket without the slightest pressure.

3. "I'll Wait Until the Price Is Lower."

You may wait if you wish, but you will be the principal loser. Chances are ten to one that in this rising market prices will go higher instead of lower. Consumption is increasing by leaps and bounds, and the natural law of supply and demand is gradually forcing up the prices of the raw materials that go into this product. In the meantime, you are losing two profits—one that you make in buying at the present market price and the other that you will make in selling it to your customer. If you haven't got it in stock, you can't sell it; and when you get ready to buy it, you'll probably pay 5 to 10 per cent more and kick yourself around for not having bought at the low.

4. "I'm Overstocked Right Now."

You only think you are, because you're looking at it from the wrong angle. As a matter of fact, you are *understocked* right now because you haven't got a product of this quality in your store. When a good customer comes in and is willing to buy a better piece of merchandise, you're out of luck. You not only get a black eye for



CONTROL!

HIGH up in his tower, with eyes on the tracks and steady hands on the levers, this veteran of the switchyard is in absolute control. With skill and precision he clears the tracks so that your shipment will reach its destination on time.

After that, what?

When it comes to moving your product from retailer to consumer, control is equally important. And the shortest route to profitable sales volume in the Chicago market is the *controlled* circulation of The Chicago Daily News, where every factor with a bearing on advertising results is under absolute control.

91% of The Daily News' circulation is concentrated in the Chicago retail trading area. *Controlled density of coverage*

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and The Daily News' coverage is concentrated in the best residential districts of Chicago and suburbs—where most sales come from. *Controlled density of buying power!*

The high editorial standards of The Daily News attract people of intelligence and good taste (who, incidentally, are the best customers for good products). *Controlled quality of readership!*

The Daily News reaches these good prospects at home—in the evening—when they have time to read the whole paper. *Controlled timing of the sales message!*

And ONE copy of The Daily News covers the whole family, which means more readers per advertising dollar. *Controlled cost of coverage!*

The advertisers' appreciation of the advantages of The Chicago Daily News' controlled circulation is written in the circulation records, as far back as they go:

MORE display advertising, MORE retail advertising, MORE department store advertising, MORE food advertising than any other Chicago daily newspaper!

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK-CHICAGO-PHILADELPHIA-DETROIT-SAN FRANCISCO

POINT-OF-SHOPPING ADVERTISING ★★★★★

not keeping better stuff in stock, but you lose an extra profit, too. The advertising and publicity back of this product will go practically half way in making the sale for you and in increasing your turnover. Your salespeople need only do their regular selling job. If you are worried only about the mass of cheaper merchandise you have in stock, I can show you how to get rid of that. Put a little more advertising and pressure back of it until you have reduced your stock and then you'll have plenty of space for a product like this, with the extra profit that it will bring you.

5. "I Can't Get the Boss' Okay."

Why not? What is his principal objection? Or haven't you sold him on it because you are not sold on it yourself? If you're not enthusiastic about it, you certainly cannot arouse the boss' enthusiasm. Have you any objection to my seeing the boss about it? Come along with me and I'll sell you both at the same time! After all, the boss is interested in profit just as much as you are; if he cannot see the profit in this, it is only because it has not been fully demonstrated. Have you told him that So-and-So is handling this line and making money on it? Have you told him what we are willing to do to help you put it over? Have you pointed out the detailed differences between this product and what you are now carrying in stock? If anybody ought to be able to sell the boss, you should; and if you can't, the fault is probably mine in not having been able to sell you on it!

6. "I'll Have to Get Competitive Prices."

What good will that do you? All you can do is possibly get cheaper prices for cheaper merchandise. You cannot get this grade at a lower price. The thing you are mostly interested in is merchandise of this quality . . . and quality always cost a little more because it is worth the difference. Even your customers know that. Competitive prices will only tell you that you can buy cheaper merchandise, and you knew that a long

time ago. Anybody can quote you a cheaper price on any type of product you ask for—but the lower the price, the cheaper the merchandise. You've got all the low-end merchandise you need. What you need is a quality product that will help you to trade up your customers and build up your profit!

7. "Money Is Too Tight Right Now."

What do you mean, tight? Do you mean money itself or do you mean your inferiority complex on money? Money is loosening up daily, and there's more money in circulation today than there has been for several years. More people are at work; more wages and salaries are being paid out; more consumption of necessities is occurring; and there is a greater demand for the better and finer things of life than we have seen for many years. Even the bankers are loosening up; and a vast amount of money is available today for credit at reasonable rates. Better times are here right now; and the harder we go after the business the better we make it!

8. "I Should Get Lower Prices on This Repeat Order."

On the contrary, one of the things that should make you feel safer with us is the fact that we have only one price for everyone, regardless of how often they repeat. The fact that you give us a repeat order doesn't lower the cost of manufacture for us. It will cost us exactly as much to make up this order for you, as the last one. The thing that governs our price is the quantity you buy; and anyone else who buys the same quantity can get the same price. The one thing we *can* do for our regular customers is to go out of our way to give you the very finest kind of service, and you can certainly depend on my doing that. This is a one-price house with the same square deal for all.

9. "There Is No Demand for Your Product."

That doesn't mean a thing; and it sounds like the old query: "Which came first, the chicken or

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To produce Good Printing economically

is our ideal; and some forty years' experience in producing a large volume of fine color printing gives us a pretty good idea of actual economies that can be made without sacrificing quality.

Our special field is the printing of Catalogs, Booklets, Broadsides, Magazines, House Organs, and Four-Color Process.

Would you like to see some of our recent work?

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, PRINTING CRAFTS BUILDING,
OPPOSITE THE GENERAL POST OFFICE, NEW YORK

the egg?" Demand is a state of mind that is frequently brought on by the aggressiveness and initiative of the retailer. Do you mean to tell me you had a demand for every article in your store before you bought it? Don't forget that credit must be given to the buyer with imagination who can visualize the demand he can develop for any particular product. If you are sold on it, you can sell your customer on it. As a matter of fact, the customer is delighted to see a new product or a better product in your store. All you need to do is present it, demonstrate it and talk about it!

10. "I Won't Deal with Your House."

Well, there must be a reason for that. Won't you tell me what it is? Didn't the other man treat you right; or did the firm fail you in an emergency; or wasn't the last shipment up to specifications; or what? You must have some complaint or reason for feeling the way you do, and I'd like to clear it up. Why cut your nose off to spite your face? And why make a new man suffer for the misdeeds of the old? Be a sport and tell me what the trouble was and you can bet I'll go the limit in straightening it out for you. After all, no one is perfect; we are just as apt to make an occasional mistake as you are; but we try never to make the same mistake twice. I need your business and you ought to have our merchandise; and I'll certainly get a black eye at the factory if I can't make a friend of you. That's what I want to do!

11. "I Must Have a Special Discount for Quantity."

I'm sorry, Mr. Jones; I would certainly like to be able to give you a special discount, but my hands are tied. As I told you before, we are a one-price house and we have exactly the same discount for all. Our regular terms are 2 per cent 10 days, net 30 days, and we have never been known to deviate. That's the very thing that should sell you on the idea of dealing with a house like ours; you can always feel positive that no one can get a

better deal than you. The trouble with some manufacturers is that they occasionally have preferential discounts for special customers, with the result that you never know where you are. With us, you can always feel certain of getting just as good a discount as anyone else, no matter how long they have dealt with us.

12. "Your Factory Is Too Far Away."

Yes, I realize that we are a thousand miles away, but that shouldn't have the slightest effect on your desire for our quality merchandise. We can give you as good service as any other manufacturer. We are on the main line of such-and-such railroad; freight rates are low; fast freight service is available any time; and in case of emergency we can ship by express. Yes I know that so-and-so's factory is right here in town; but what you are interested in primarily is our quality of merchandise and not the convenience of their factory.

13. "Our Business Is Different."

Yes, sir, I certainly do realize that; and that's exactly why I came in to see you instead of going to So-and-So down the street. For our type of merchandise we require a more constructive type of business man and a different type of business than the ordinary run of stores. We find that the man who runs the "different" type of business usually has the necessary courage and vision to stock a product of our high quality. Our merchandise is different from ordinary merchandise, and we always try to sell a store that is different from ordinary stores.

14. "You Don't Buy Anything from Us."

That's quite right, Mr. Jones; but it is only because we don't believe in reciprocal buying of the forced kind. We don't attempt to come in here and buy from you just so as to place you under obligation to buy from us. We like to feel that our merchandise is strong enough to stand on its own feet and to make its own way regardless of



The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE ERANHAM COMPANY

CITY'S BUSINESS RISE CONTINUES

Trade Volumes and Manufacturing Schedules Higher for Week.

HIGHLIGHTS OF FINANCE

By TRADER.

REVIEWING LOUISVILLE

business conditions, Dun & Bradstreet's weekly trade review today said: "Schedules were increased in nearly all manufacturing branches. Factories making plumbing supplies are close to capacity. There was a marked gain in building permits. Wholesale orders for hardware, mill supplies and paint were 15 to 20 per cent larger than a year ago. The steady uptrend in retail sales continued. Agricultural conditions satisfactory. Commodity



who the buyer is; and I'm sure you feel that way about your own merchandise, don't you? That doesn't mean we wouldn't be glad to buy from you after we become acquainted. We just don't tie ourselves up with reciprocal buying obligations, and I'm sure you don't want to, either. We want you to feel perfectly free to buy wherever you wish, regardless of whether we buy from you or not.

15. "I Pay So-and-So Less Than Your Price."

I am perfectly willing to believe that, but at the same time you get merchandise that is of lesser quality than this. After all, you get only what you pay for in this world. You cannot get high quality at a low price; that is the millennium; but you can pay a fair price and get quality so high that the *eventual* cost of that merchandise is less than the price quoted on cheap merchandise. That is what produces repeat business from your customers and cuts down the expensive returned-goods evil. And that is what will bring us repeat business from you!

16. "This Cheaper Product Is Good Enough."

Nothing is good enough for the American citizen. He is always looking for something better; and when he finds it, that is where he does his shopping. If you will only consider the development of luxury buying in this country you will realize that there is always a market waiting to be developed for something better. If you make a practice of keeping only cheaper merchandise in your store, you run the risk of losing a great number of customers who continually shop around for higher-grade merchandise than you can offer them.

17. "Your Company Is Too Small."

That is the very reason we do such a big capacity business. Most people like to do business with a company our size because we are not too big to lose sight of the personal contacts that are so necessary in developing friendships. And we can give you that necessary personal service that is so

important to you in developing special merchandise and special ideas to suit your business. Yes, we may be a smaller company than some you know; but you will notice that we are rated even higher than some of the larger companies. Smallness of size is an asset these days because of the personal touch that is possible with our executives; and knowing you as we do, we can frequently do more for you than a much larger company could.

18. "We Cannot Afford to Buy Now."

I'm sorry to disagree with you, but that is a fallacy that is easily disproved. I merely use the old familiar saying that you cannot afford *not* to buy now, for four specific reasons: First, prices will undoubtedly go up in the near future because of natural advances in cost of raw materials; second, you cannot afford to pass up the profits in this grade of merchandise; third, you cannot afford to remain understocked as you are now without merchandise of this character; fourth, you dare not take the risk of losing customers who will go shopping elsewhere for this merchandise.

19. "We Have Always Done Business with So-and-So."

Far be it from me to interfere with any relations you may have with a competitor. I merely want to suggest that it is not always advisable to have all your irons in one fire. Some day you may be glad to have an extra source of supply. After all, even your regular supplier cannot furnish you with all the newer developments in your merchandise; and if you are to avoid getting into a rut of having only one type of merchandise, you will want to maintain contact with another reliable organization. The fact that you do so is no disloyalty to your regular supplier; it is merely a necessary safety factor that you should consider for your own protection.

20. "You Can't Meet My Budget."

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the horse in setting up a budget before knowing what kind of merchandise you were going to buy. Instead of fitting the merchandise to your budget, it might be advisable for you to re-arrange your budget to fit merchandise of our quality. You can always change the figures in your budget, but, on the other hand you cannot always sell the wrong kind of merchandise.

21. "Your Materials Are Not Genuine."

I'm afraid, Mr. Jones, you have been listening to some of our competitors who have not been altogether ethical. In the first place, we have the reputation of being the highest grade supplier in our industry. In the second place, we have spent about forty years specializing in our type of merchandise, and if anyone knows good materials, we should. In the third place, here is the merchandise in question and I'll be glad to tear it apart just to prove to you how it is made. And finally, if we had ever dared to use substitute materials it would have affected both our reputation and our business; whereas our business figures show a regular and steady increase in volume every year, and our name has become a hallmark of quality everywhere!

22. "Your Styles Are Not Up to Date."

As far as I can see, the only reason for that statement is the fact that we do not have as many faddish novelties as some of our competitors. Ours is a business of great stability because we play up the styles that are preferred by customers of good taste; and it is those customers who buy the better grade of merchandise. Temporary fads and short-lived novelties are relegated to the rear in our scheme of manufacture; and for that very reason, the stores who stock our character of merchandise enjoy the same stability in their business that we do in ours. That doesn't mean we don't produce any novelties at all; but it does mean that we usually keep clear of great extremes.

23. "So-and-So Gets a Better Price Than I Do."

Yes, I agree with you, he does; but the only reason for that is that he buys our merchandise in much larger quantities. You know as well as I do that the price of all merchandise is regulated by quantity. In manufacturing larger quantities at one time we can effect certain economies in production, which are passed on to the buyer. Exactly the same prices for similar quantities are available to you, or for that matter, to anyone else. That is the advantage of doing business with a firm that has only one schedule of prices.

24. "That's Pretty Expensive Merchandise."

Well, it all depends on what you consider expensive, Mr. Jones. If you compare our prices with our competitor's prices, it is true that we are exactly 15 per cent above him. But if you place our merchandise and our competitor's merchandise side by side, feel the material, consider the quality, and realize that it will give your customer 50 to 100 per cent more service, then you see that our competitor's merchandise is much more expensive. In the meantime, the customer has the joy and satisfaction of our finer materials; and the more he enjoys his purchase, the more he thinks of you. It is all in the point of view and how that point of view is presented to the customer.

25. "I Can Beat Your Price Anyway."

I don't doubt that in the least; but one thing you cannot do, is to equal our quality. As far as price alone is concerned, almost any competitor of ours can beat our price, especially if he knows we are in the running. But after all, price itself is the least important element. One must consider so many more vitally important factors in any merchandise or trading transaction. Prices are constantly subject to mutilation and fluctuation, but that is not the case with long-standing reputations for integrity and fair dealing such as we enjoy.

What would the Circus be without



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without its Advance Agent?

CIRCUS without advance publicity is no more inconsistent than the manufacturer who expects to build volume sales, without preparing the way by advertising. The economics of it is just as plain as the economics of drawing crowds to the circus.

It's merely telling the largest possible number of worthwhile prospects about it.

Consider for example, a gear manufacturer whose prospects number into the thousands. In each prospect's plant many men must be sold . . . the men who design, the men who manage, the executives who O. K. purchases and the men who sell the finished machine. Furthermore, buyers of the machines must be sold on the dependability and service these gears will give.

With sales calls costing between \$5 and \$15 each, it is obviously impossible to expect salesmen's efforts alone to deliver volume sales at low cost. This is where advertising fits, because advertising is merely selling in print. Every advertisement you place in business papers makes sales calls for you on all the buying centers reached by those papers.

Advertising in McGraw-Hill Publications affords a means of making sales calls on your worthwhile prospects at an average cost of about a cent apiece.

McGRAW-HILL PUBLICATIONS

McGraw-Hill Publishing Co., Inc., 330 West 42nd Street, New York, N. Y.





...Excerpts from a letter we received from the president of The Hickok Oil Company

"Our entire newspaper campaign on 'Solvenized' Hi-Speed Gas has been run *exclusively* in The Detroit Times in order to carry our message, not only to Detroit motorists, but other principal market areas, such as Pontiac, Lansing, Bay City, Saginaw, as well as adjacent territories. The Detroit Times . . . was depended on *exclusively* to introduce our products in the above mentioned markets.

"We are firmly convinced . . . that The Detroit Times circulation reaches the most responsive market of any publication in the state of Michigan.

"This conclusion is substantiated by the fact that every sales-record of our Hi-Speed organization has been shattered by the tremendous increase in business we are enjoying at the present time. The gallonage records at Hi-Speed stations in Detroit have been increased in many cases as high as 350% in less than 60 days after the introduction of 'Solvenized' Hi-Speed."

Thank you, Mr. A. S. Hickok, for this real tribute to the effectiveness of advertising in The Detroit Times.

DETROIT TIMES

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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Factors in Market Testing

A Study of Two Important Divisions of This Activity, Including Selection and Use of Media

By Jack J. Boyle

McCann-Erickson, Inc.

MANY test expenditures are a virtual loss, because too much emphasis is placed on copy and merchandising and too little on the original selection of the test markets. Not that this is easy, for the elements differentiating one market from another are numerous and which ones are the most important, vary with the purposes of the test at hand.

Ideally each market used should be an exact duplicate of the other and if two such markets exist in the country the writer has never had the good fortune to discover them. No hard-and-fast rule may be laid down to assist the selection, but rather I will attempt to list some of the more important factors that deserve consideration.

These factors divide themselves naturally into two groups—those bearing on the market itself and those affecting media. The market comes first and should receive primary consideration, bearing in mind that the importance of each factor varies with each problem and that no single market can possibly rank 100 per cent in every one.

Population:

The population of the cities selected should be fairly uniform. Keep in mind that the cost of both space and field work increases with the size of the city.

Retail Sales:

The Government figures from the census of distribution are a good all around check of the relation of markets, to one another. They indicate both total volume and per capita expenditure. Either the total retail sales or the sales

of the industry under consideration, may be used.

Isolation:

A subordinate or suburban town is usually unsatisfactory. Retail purchases are often made in the neighboring major market, jobbers do not localize their efforts and the intensity of readership of local media is uncertain.

Diversified Industry:

The seasonal fluctuation commonly found in towns dominated by a single industry often nullifies the results of test campaigns. Towns supported by diversified industries are much safer.

Retail Outlets:

Some towns are dominated by chains, others by independents. Unless there is a definite reason for doing so, extreme types one way or the other should be avoided in favor of a more normal balance, between the two classes of outlets.

Competition:

The sale of branded merchandise often varies considerably in different sections. One brand, perhaps a local one, may have a strangle hold in a restricted area. Decide if the test is to be made, under such conditions or more normal competition.

Distance:

Traveling takes time and costs money. If sales survey work is to be done and controlled from headquarters, try and stay within over-night distance.

Sometimes little consideration is given to media in selecting test markets. In many cases this is a sound enough procedure, but often-



WHAT COMES NEXT, DEAR? THE 250,000,000 IMPRESSIONS

Uh huh.

And just think, gentlemen! Two hundred and fifty million impressions, reaching . . . er . . . er . . .

Reaching every man . . .

Reaching every man, woman and child in your territory. The greatest . . . uh . . .

Most stupendous . . .

Most stupendous advertising campaign ever put behind the Waterless Washer. Gentlemen, I thank you. . . Well, Martha I guess that'll bowl 'em over.

It doesn't bowl me over.

Now, dear, you don't understand. You're not a washing machine dealer.

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course not. But I still think it is silly to advertise washers to any man, woman and child in the country.

Now, Martha, don't be so literal. At I said about men, women and children ... well ... that's just the way you talk about advertising.

• • •

It's not the way we talk about advertising in The American Home. We suggest that our advertisers talk about it to their dealers.

In fact, we feel so strongly about this that we supply, herewith, a ready-made speech that says exactly what is to be said about The American Home. It can be used verbatim (without special permission). Simply in the name of the product.

• • •

Gentlemen, I want to call special attention to one publication we are reading this year. The American Home. (I hold up a copy.) Now I'm not going to kid you about this magazine. It does not reach millions of readers from coast to coast. Its fast growing circulation is over 650,000. But gentlemen, let me explain what that 650,000 means to you.

You'll agree that your best prospects for our product are the people who live in homes, are interested in their homes, spend money on their homes. Right? Well, that's exactly the kind of people who will read our adver-

tising in The American Home. That kind—and no other kind.

"How do we know this?"

"I'll show you. (Open copy of The American Home.) Not a love story in this issue—or any other. (Turn pages.) Not a word about fashions. Not a line about beauty treatments. Absolutely *nothing* that isn't right up the alley for the kind of home-loving people you can sell our product to. *That's* how we know the 650,000 American Home families are literally hand-picked prospects for you dealers.

"I could tell you a lot more about The American Home. About how they don't force subscriptions by boy sales. Or premiums. Or inducements of any kind. About how 44 readers out of every 100 buy The American Home right at the newsstand of their own free will.

"But I think I've put over the thing that's most important to you. *When we advertise in The American Home we're telling our story to exactly the kind of prospects you'd like to tell it to yourself* . . . people who are nuts about their homes and what goes into them.

"Gentlemen, I thank you."

• • •

If your product is for the home or for use in the home, sell it in the magazine that talks sense to people who have homes, love their homes, spend money on their homes.

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The AMERICAN HOME

America's No. 1 medium for advertisers who sell anything for the home

times media variables may have a decided effect on results. Certainly, it is worth while checking these variables. Some of them are:

Coverage:

The comparative degree of coverage among one-paper towns does not vary appreciably. However, the difference in intensity of coverage between these towns and two-paper towns and inforced and duplicated combinations, may be considerable. Coverage intensity should be as uniform as possible.

Rate:

This generally has no bearing on checkable results but for economy's sake should not be overlooked.

Area of Influence:

Some papers have a widespread circulation—others are concentrated. The sale of certain commodities may be affected within the city by sales made to persons living outside but influenced by the newspaper advertising. Also, the advertiser pays for all circulation and if a good portion of it is outside of the test area, part of the test expenditure is wasted.

Co-operation:

Merchandising calls and other forms of newspaper co-operation are often helpful. Some papers offer it—others do not. If it is needed, find out beforehand whether it is available.

Position:

Position treatment may make a real difference in results. The ad-

vertiser should not necessarily look for exceptional treatment, but rather what he might consider average good position. During a test the position should not vary too greatly among the different markets. Therefore, papers that can be relied upon for some type of consistent treatment are preferable.

To meet the problem of picking a group of test markets and perhaps doing so in a hurry, the following is a simple method of procedure which may prove helpful:

Decide first which market and media factors are the most important for the problem at hand. Look at a map and select those States that answer geographical requirements. Next decide upon the maximum and minimum population range to be considered, using a listing of cities by States and order of population. ("954 cities" will be found useful.)

Select and list all cities falling within the States and the population limits agreed upon.

Check each of these cities against the factors that have been decided are most important, and eliminate them one by one until the desired number are left.

It must be obvious by this time that many compromises must be made. It will do no harm to check these after all of the results are in. They may have no bearing on the results but then again, they might go a long way toward explaining some peculiar and otherwise unaccountable phenomena showing in the results.



E. A. A. Elects Phillips

Stuart G. Phillips, advertising manager of The Dole Valve Company, has been elected president of the Engineering Advertisers Association, Chicago. He succeeds to the vacancy caused by the resignation of W. T. Watt, no longer eligible as an active member of the association because of a new position with *Industrial Power*, St. Joseph, Mich.



Joins Kearney & Trecker

Leon Eckelman, formerly with the Perfex Radiator Company, has been named advertising manager of the Kearney & Trecker Corporation, Milwaukee, milking machines.

Hudson Heads Best Foods Sales

Edward F. Hudson, for the last two years sales manager of the Western division of The Best Foods, Inc., at San Francisco, has been appointed general sales manager of the company. His offices now are in New York. Frank Murphy, assistant to Mr. Hudson during his term as sales manager of the Western division, has been appointed to succeed him in that capacity.



Barton to WTAM

Howard A. Barton has joined Station WTAM, Cleveland, in charge of sales promotion. He is a former vice-president of the Albert P. Hill Company, Pittsburgh agency.

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The Intelligent Smokestacks...

The Intelligent Smokestacks...

WITH no hedging, FORTUNE argues that every sizable smokestack in America is a logical peg on which to hang a FORTUNE advertising campaign.

For everything that's manufactured on a reasonable scale, from dynamos to derby hats, could smoke out business from FORTUNE'S unique market.

Equally true is this for factory-less businesses—where the smokestacks are mental. Businesses with ideas and services to sell, banks, advertising agencies, architects' and designers' offices, leading retail stores of a dozen kinds over the face of America.

To all these, FORTUNE can indeed be useful. Over 400 advertisers are now using FORTUNE; in the past year more than 100 businesses newly began using FORTUNE.

Advertising in FORTUNE means reaching a market unlike any other—a market peculiarly receptive to business and to the products and services* offered by business.

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those products and services in FORTUNE. For 89% of FORTUNE'S readers confess to the habit of thumbing through the whole issue to see the advertising before they settle down to read.

This unique FORTUNE market is a vast market—100,000 subscribers, 900,000 additional readers—a solvent million. Perhaps, wanting that market, you have subconsciously feared that “my business is different.” The answer is that many a successful money-making FORTUNE advertiser today is a firm or advertising counsel that once had that notion—and boldly over-rode it.

Alert, intelligent business men throughout the country are fast concluding that it is time for a little bold over-riding themselves. To these FORTUNE now particularly addresses itself. Inquiries about FORTUNE advertising will have immediate and thoughtful attention. Perhaps we can help you find the added business that will make your smoking stacks even smokier.

*45% of the advertising in FORTUNE this year is directed to Executives-in-Offices, offering them industrial products or services; 55% to People-in-Houses, selling them consumer products or services.

Fortune

135 EAST 42ND STREET, NEW YORK

Woodpeckers and Typewriters

THERE are, roughly, three ways of attacking (perhaps we should say there are three ways of roughly attacking) a typewriter. This statistical bit of information is gathered from a new campaign that starts this week on the Royal Portable which, in its exclusive touch control feature, believes it has a method of aiding any or all of the mentioned lines of attack.

In fact, typists, copy implies, are in a way like woodpeckers. Some pound away like Papa Woodpecker, some tap gently like Mrs. Woodpecker and some—well, some “just peck” like Baby Woodpecker. Another implication, of course, is that in one family all of these techniques may be represented but with a mere movement of a lever the Royal can be made to adapt itself to any such emergency.

Illustrations for the campaign strike a humorous note—with Papa Woodpecker in his silk hat, the Mrs. with a handbag hanging from her wing and Baby Woodpecker, sporting a sailor hat, shown busily at work. But beneath the humorous approach there is a serious theme—emphasis on an exclusive feature of Royal that dealers can talk to their customers about—a



theme that also lends itself to dramatic displays, built around the Woodpecker family, for use at the point of sale.

Getting under way as schools and colleges open, the campaign will appear in more than thirty publications, using space of varying dimensions, from full pages down, all built around the woodpecker analogy.

Now "Home Arts"

Needlecraft Magazine, Augusta, Me., is now being issued as *Home Arts-Needlecraft*, the second step in three which are being taken to effect a change in name which will more correctly reflect the editorial scope of the publication's contents. The first step was the addition of "Home Arts" to the original title, the second is a reversal with emphasis on "Home Arts." The third step is subordinate mention of "Needlecraft." New features added under the change are beauty and household appliance departments.

Grace Line Advances Rogers

Cameron Rogers has been advanced to the position of assistant passenger traffic manager of the Grace Line, New York. He has been director of publicity and, for the last six years, has edited the "Grace Log."

Verne Tucker Has Own Business

Verne Tucker, for the last five years manager of the sales promotion and direct-mail departments of the Campbell-Ewald Company, Detroit, has established his own business at 2842 West Grand Boulevard, Detroit. He will engage in general advertising and local representation for suppliers of sales promotional materials. Mr. Tucker's former affiliations include advertising management of the *American Boy*, and fifteen years as general manager of a commercial art studio.

Becomes McCarthy & Lasher

J. F. McCarthy, Inc., New York, magazine paper specialist, has changed its name to McCarthy & Lasher, Inc. The address will remain the same. James F. McCarthy will head the organization and Robert R. Lasher, formerly with Henry Lindemeyer & Sons, will be vice-president.

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Comic Strip Technique

Why Continuity Advertising Is Highly Effective for Those Who Know How to Use It

By Andrew M. Howe

THERE has been a great deal of talk about advertising going entertainment. Advertising experts have cast their eyes at the movies and the funnies and determined to go and do likewise. But the number of advertisers who have been able to put into their printed copy that something that makes people turn eagerly to the funnies every day is small. They have done it on the radio. They have mastered the art of entertaining through the ear; they have done it by building the show first and letting the sales message play second fiddle. They have put Orphan Annie, Buck Rogers, Jimmy Allen and Amos 'n' Andy and others on the air, all of whom are doing a job and doing it well.

But in the newspapers and magazines only a few have made noticeable progress in adapting the comic strip technique. There are some outstanding exceptions. Those advertisers who have learned how to use what has become known as "continuity strip" advertising have become large users of it. Take out the soap companies, the big food companies and a handful of others and the amount and quality of continuity advertising falls pretty low. And even the big ones seem to forget occasionally that it is easy to produce a stupid strip, that advertising strip characters should be either plainly facetious or sincerely, believably real.

It doesn't take a psychologist to explain what attracts readers to continuity strips. The funnies have educated them to expect action, a brief story, told tersely. There is a beginning and an end. There is suspense until the last square is reached. But above all—action.

That is what readers expect to

find when they see a strip of pictures, in or out of an advertisement. The advertiser must not let them down. He must offer entertainment comparable to that found on the funny pages of the newspapers.

That doesn't mean that the product must be buried, that it must be popped in suddenly and unexpectedly. On the contrary, it is well to construct the advertisement so that the continuity strip will be read with a perfect understanding of the fact that it is part of an advertisement, that the teller of the tale avowedly wants to sell something.

Readers don't resent advertising. There is plenty of evidence that good advertising is read and believed. Stupid advertising, dull advertising, false advertising—and there is too much of it—brings disbelief or is ignored or, even worse, is laughed at.

The continuity technique seems to invite stupidity. Copy writers lose their sense of humor and their intelligence when they sit down to write blurbs. The resulting advertisements frequently are dull or unintentionally funny. The continuity consists of improbable and even impossible events and conversations.

Aspiring continuity writers would do well to study the Lever Brothers advertising for Rinso, Lifebuoy and Lux. This experienced advertiser was among the first to adapt the comic strip technique to advertising on a large scale. Rinso has stuck to this type of copy for many years. It has played a big part in establishing this soap on top of the heap in a competitive field that spends millions in advertising. The continuity style is now being used for Lifebuoy and Lux, evidence of

WHO BUYS YOUR LIQUOR

What are the PER CAPITA sales of Rye, Bourbon, Scotch, Cognac and Brandy in the Northern Ohio Market?

What is the favorite size—pints, quarts or fifths?

Is price the big factor in building volume?

What is the potential sale for YOUR PRICED LIQUOR in this market?

Is liquor at \$2 per quart considered "low priced"?

Are gin sales paralleling the sale of other liquors in the same price class?

What proportion of sales originate through wholesale or retail outlets ?

Does the unit of purchase vary by income groups?

Is low priced liquor bought largely by low income groups?

Do metropolitan centers buy more liquor than combined outlying districts of equal population? What is the proportion?

Do you know the relative importance of Ohio's five liquor districts?

Are the communities that voted poor liquor prospects?

Write, on your business stationery, for complete facts covering the liquor situation in the Cleveland Liquor District.



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DPLAIN DEALER •

the company's belief in the effectiveness of this technique.

Rinso sticks pretty closely to one pattern. The problem is presented, hope of a solution is discussed and then the product makes everyone happy for ever after. The problem is always housework. The solution is always Rinso.

The formula sounds simple, but it takes a clever copy writer to boil the story down to only a few words and it is even more difficult to use words that won't sound stilted, that will sound like real Mrs. Joneses and Mrs. Browns. In his enthusiasm the copy writer is tempted to give Mrs. Jones a more thorough knowledge of the product than is reasonable; the characters are likely to spout technical terms or discuss things that the real Mrs. Jones would never think of inflicting on her neighbors and friends.

It is here that the Rinso copy shines. Some of the incidents may seem a little unusual, but most of the advertisements are believable. The women talk naturally, the product is brought in naturally, too. The characters don't go into artificial ecstasies over Rinso. They describe its merits in everyday words, just as many as Mrs. Jones would do.

The advertising is aimed at women who do their own laundry and

dishes. These are divided roughly into two groups, those with washing machines and those without. The first group must be convinced that Rinso possibly is better than the soap they are now using; the second group must be told that the customary boiling and washboard scrubbing are unnecessary with Rinso. A recent advertisement tackled the first problem in an interesting manner.

The continuity contained four squares. The first showed two women, one doing her washing. The visitor remarks:

"Your washing machine is four years old. . . . Yet your clothes always come out so snowy." To which the other replies: "I've always been able to get snow-white washes from my machine."

Picture number two continues: "My washer is brand new. . . . Yet I can't seem to get the clothes snowy." Here the product is introduced, as her friend tells her: "The age of the washer has little to do with the whiteness of the wash. It's the *suds* that count. Try Rinso and see the difference."

The time and scene are shifted in number three. It is the "Following Monday" in the other woman's home. Her husband asks: "Why all the smiles? Did someone leave you a million dollars?" The product has solved the problem: "Oh,



Rinso has used the comic strip technique over a long period and handles it effectively

Jim. I'm so happy! Look! I used a new kind of soap today. . . . Rinso. . . . and the wash turned out so snowy."

The final scene is a close-up of the happy couple: "It wasn't the fault of the washer that my clothes looked dingy. It was the flat suds, but with Rinso I'll never have to worry again!" "That's great!" the husband remarks without getting unnaturally excited about such a matter.

All of the above conversation is in blurb or balloon form, hand printed just as in the funnies. There are no underscored words, only one word in bold face, "suds." That one word ties up with the heading "It's the Suds That Count."

The plot is simple. The problem is stated. A possible solution is presented. The problem is solved. Happy ending.

The Product Is Worked in Carefully

Perhaps these women don't talk exactly true to life. But it is not an improbable conversation. The women don't use technical phrases. They talk quite naturally. The product is worked in carefully, not dragged in. The merits are kept brief, the women don't add, for no reason at all, the other good points of Rinso. They don't, as women do in some advertisements, exclaim: "And my doctor tells me that it has vitamin B and that my hands will never get rough if I use it! Soaps containing a strong solution of excetic anahedyn are injurious to the subcutaneous structure of the veins! Rinso is the most wonderful soap in all the world! I'd rather go without shoes than without Rinso!"

Note, also, the restrained use of punctuation. There are only four exclamation marks in the whole conversation. Blurb writers are prone to take a handful of exclamation marks and throw them helter-skelter throughout the strip. Casual remarks are turned into fervid exclamations. Women and men work themselves into an emotional lather over relatively unimportant, everyday happenings and common-place problems.

Lever Brothers' characters almost always talk not only intelligently but calmly. In some instances they could be accused of exaggeration but not offensively.

A suburban housewife, with whom I discussed advertising character conversations, perhaps gives a hint of what large numbers of educated, modern young women think about such exaggeration.

"Women I know don't talk about other people's dingy washes, body odors and rough hands," she said. "It is hard for me to believe that such intimate incidents as are portrayed in the ads are common occurrences. They are, however, possible. I don't object to them. I rather enjoy reading the dialogs. Evidently this kind of advertising works. As a matter of fact, little by little some of the Lifebuoy strips about body odor have set me to thinking. Of course, I know that these don't apply to me—but, then, perhaps there is something about Lifebuoy that is different."

I don't know if this young matron realized it but she was repeating just what Lifebuoy had been saying in a recent advertisement. The heading was "B.O.—ridiculous! I am never guilty of that!—but, young lady, the joke is on you!" The continuity strip beneath this elaborated.

Blurbs Carry the Advertising Burden

An interesting part of the use of continuity strips by Lever Brothers is the fact that these picture squares are allowed to carry practically all of the advertising burden. There is very little copy in addition to that contained in the blurbs. A square, or a double square, separated a little from the others, frequently carries additional information that the characters themselves couldn't very well be expected to spout.

In the advertisement just quoted, for example, there is appended a list of the thirty-four washers the makers of which say, "Use Rinso for best results." If these names had been rattled off by friend husband the effect of the strip would have been injured. It is well, too,

to let the advertiser, not the characters, tell how Rinso gives rich suds even in hardest water, that it is grand for dishes and all cleaning, is kind to the hands and is tested and approved by Good Housekeeping Institute.

There are times when Lever Brothers do have their characters bring out such facts as these. A washing machine salesman may be introduced into the story. One of the characters may read from an advertisement; a nurse may logically tell what she has learned about harsh soaps. But there is a time and place for all these things and part of Lever Brothers' success may be attributed to the fact that they have learned what to say, when, and what to put in the mouths of their characters.

The majority of Lever Brothers' advertisements contain four squares or pictures in the continuity strip. Occasionally the story is told in three scenes. At other times it may take seven squares to complete the action.

Invariably a small section of the advertisement, usually at the end and enclosed in a box practically the same size as the pictures, there is a sort of summing up of what has taken place, a straight out-and-out bit of selling copy. The size of the squares varies. Sometimes there will be several sizes in one advertisement starting out with a large one and ending with a small one. At times a separate illustration, larger than the squares will be used to break up the regularity of the composition and draw attention to the continuity. This picture may be part of the continuity itself.

Here, for example, is a fairly typical Lifebuoy continuity. Occupying almost half of the entire advertisement, a silhouetted illustration of a dancing couple serves

as an introduction. "I could dance and dance forever!" she is exclaiming. Somewhat diffidently he replies, "Sorry, but I've got to leave early."

Then follows the continuity in squares, three of them, each of a different size. Mother and daughter in the first square, discuss the lack of interest shown by the young man at the dance the night before. Mother suggests that there might have been a "hint of B.O." The following narrow strip shows the young lady in her bath and the final picture square contains the happy ending—"B.O. gone—partners galore." Once more there is an additional square containing regular advertising text.

Not always do the Lever Brothers' characters talk. The action is in pantomime with explanatory remarks by the advertiser. At other times humorous cartoon characters have been used to tell this delicate story about B.O. unobjectionably.

But most of the Lifebuoy, Rinso, Lux advertisements are presented in orderly fashion in much the same manner as the regular comics. This is especially true when the advertisements appear in comic sections of newspapers. Then they follow the standard form in drawing, color and general appearance.

The continuity strip as used today is a sugar-coated testimonial. Instead of Queen Marie and Jean Harlow—Mrs. Jones and Mrs. Brown, neighbors of every reader, tell why they use the product. There is no stigma of paid endorsements. There is no pretense, just the advertiser speaking through the lips of openly acknowledged fictitious characters—yet very real ones.

It is an effective technique if intelligently handled.

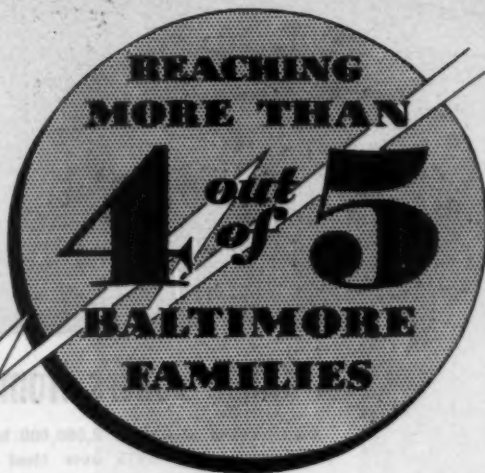
♦ ♦ ♦

Appoints F. J. Purcell

Frank J. Purcell, who has been in charge of publicity at the California Pacific International Exposition in San Diego, has been appointed publicity director for the Texas Centennial Central Exposition at Dallas.

Transferred by G. O. A. C.

Larry C. Myers has been made market representative of the Detroit office of the General Outdoor Advertising Company. Earl N. Hyde is to be transferred to New York to assume the sales management in that territory.



You get Quick Action when you go after the Baltimore market with News-Post advertising. That's because you're telling your story to the quick-thinking, quick-acting, quick-buying people of present-day Baltimore—who buy The News-Post because they prefer the quick tempo of its news, editorials, features, comics, sports. Baltimore has quickened its pace and gone News-Post to such an extent that today 84.6% of this city's families read this one evening newspaper. And you can reach this great, quick-acting audience at the lowest per family cost in Baltimore's history. Recheck Baltimore before you build your next schedule.

BALTIMORE NEWS-POST

Baltimore's Outstanding Newspaper

Represented Nationally by Hearst International Advertising Service,
Rodney E. Boone, General Manager.

On Sundays

The Baltimore Sunday American has the largest circulation in the South . . . 229,832, and still going up.

Again the South Comes Through with Good Crop and Price

A Billion Dollars from Cotton—25% from

An increase of nearly 2,000,000 bales in the cotton crop of 1935 over that of 1934 is indicated by government estimates. Cash received by farmers is estimated to run about 160 million dollars higher. The total from lint, seed, and benefit payments will fall barely under one billion dollars. Coming as it does on the heel of two years of large cash income from cotton this billion dollar crop means still greater spending in the Rural South for manufactured goods.

The 1934, in (30 per cent South) its share of cash change of all s 1935, production is per day market high prices. Last brought growers lars. of 250 million for the cottons conse

Millions More from Other Crops and Stock



Crop Prices — Meaning Still Better Sales Opportunities

—25% from Tobacco

The 1934, in the tobacco belt (90 per cent South) bids fair to have its share of cash income and purchases of all sorts exceeded in 1933. Production is up by about 17 per cent. Markets have shown high prices. Last year's tobacco brought growers 224 million dollars. Of 250 million for the current season.

Crop Stock

Progressive Farmer's record of advertising carried and gained is abundant proof of its wide recognition as the most essential medium for influencing sales in this prosperous market.

Progressive Farmer

and Southern Ruralist

BIRMINGHAM RALEIGH MEMPHIS DALLAS

250 Park Avenue, New York
Daily News Building, Chicago

Reinhardt Presents the Bard

IMPORTANT NOTICE

Since there never has been a motion picture like "A Midsummer Night's Dream," its exhibition to the public will differ from that of any other screen attraction. Reserved seats only will be available for the special advance engagements, which will be for a strictly limited period. Premieres of these engagements will be not only outstanding events in the film world, but significant civic occasions.

THUS grandly—if somewhat austere—heralded and sold to the public through advertising in some nineteen magazines, the Warner Brothers' opus, which is also Max Reinhardt's first motion picture, will go out to the public in classic style.

Even the advertising will be different from ordinary motion-picture copy—in make-up a format as formal as a frontispiece, in text

as dignified, almost, as an inscription upon a tablet. Indeed, in the opening advertisement, only one line will set forth anything remotely approaching a selling talk—

"Three hours of entertainment that was three centuries in the making."

In part, the opening copy will read:

"Warner Bros. will present for two performances daily, in selected cities and theatres, Max Reinhardt's first motion picture production, 'A Midsummer Night's Dream,' from the classic comedy by William Shakespeare, accompanied by the immortal music of Felix Mendelssohn.

"The players: James Cagney, Anita Louise, Hugh Herbert, Verree Teasdale, Mickey Rooney, Joe E. Brown, Olivia de Havilland, Frank McHugh, Ian Hunter, Hobart Cavanaugh, Dick Powell, Jean Muir, Ross Alexander, Victor Jory, Grant Mitchell."

Du Pont to Tell Public about Chemical Research

E. I. du Pont de Nemours & Company, Inc., has completed plans for an advertising campaign which will tell of the importance of chemical research to the average citizen. The campaign will consist of a weekly radio broadcast and a magazine series of black-and-white bleed pages. Batten, Barton, Durstine & Osborn, Inc., handles this account.

Has Entire Nash Account

The Nash Motors Company, Kenosha, Wis., has appointed the Chicago office of the J. Walter Thompson Company to direct the advertising of Nash motor cars. This places the entire Nash account with the Thompson agency, which for the last two years has handled the advertising of the Nash-built LaFayette.

Fownes to Geare-Marston

Geare-Marston, Inc., Philadelphia agency, has been appointed to handle the advertising of Fownes Brothers & Company, Inc., New York, Fownes gloves. A fall campaign is scheduled in which class and women's publications will be used.

Paul Eager with Julius Kayser & Company

Paul Eager, formerly with the Amos Parrish Company, New York and, previous to that, sales and advertising manager of Hahne & Company, Newark, has been appointed advertising and promotion manager of Julius Kayser & Company, New York. He succeeds Miss Gay Walton, who will devote her full time to the underwear department.

Footo & Barton, New Business

Charles W. Barton and N. Frederick Footo have organized Footo & Barton, publishers' representative business, with offices in New York and Chicago. Mr. Barton previously was engaged in the publishing business in the West. Mr. Footo, formerly New England manager of Paul Block, Inc., more recently has operated his own business.

R. F. Leighton with Tide Water

R. F. Leighton, New York, has been appointed export advertising manager of the Tide Water Oil Company, New York. He was recently with the Market Research Corporation. He succeeds Walter Sauer, who has been promoted to assistant to Fred B. Henderson, advertising manager.

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I See Where . . .

THE AAA outline of new amendments points out "orders and marketing agreements cannot regulate advertising" and declares Administration policy to encourage producer co-operatives. . . . Treasury advertising baby bonds in six national magazines. . . . New York State fair-trade law being tested in Kings County Supreme Court. . . .

Rush of media to get on Proprietary Association bandwagon. . . . Bureau of Mines publishes 1935 Minerals Yearbook. . . . New York Times writer sees easy passage of copyright bill at next session of Congress. . . . Blue Eagle officially killed by NRA which warns it is copyrighted and must not be used by anyone anywhere, which will change a lot of magazine covers, mastheads, letterheads, packages, etc. . . . Visiting advertising director of English Co-operative Wholesale Society says national advertising and growth of chains has held back consumer co-operatives in America. . . .

H. R. Tolley, credited with being responsible for much of AAA crop-control program, resigns as chief of Division of Planning and Research of AAA to return to California's Gianini Foundation. . . . Speaker Byrns, according to U.P. dispatch, hopes for short session of Congress, perhaps finishing in early April. . . . California chains have more than enough signatures to force referendum on chain-store tax which is thus held up for months to come. . . . Federal Trade Commission charges Cap Association of the United States and Uniform Cap Institute with uniform price fixing. . . .

Fifty-three separate taxes paid on every loaf of bread, points out E. Roland Harriman in *Review of Reviews* article on "Tidal Wave of Taxes." . . . FHA reports August increase in modernization and repair loans. . . . Corn-hog pro-

ducers have received \$30,800,000 as first 1935 payments, according to AAA. . . . Industrial machinery exports for first six months 1935 up 22 per cent over corresponding period 1934, says Department of Commerce. . . .

July rural retail sales down 20½ per cent from June but up 28½ per cent from July, 1934, and first seven months 1935 up 23½ per cent over same period 1934, according to Bureau of Foreign and Domestic Commerce. . . . Alexander Hamilton Institute looks for business to hold up fairly well in fall with noticeable let down toward end of year. . . . Department of Commerce reports retail trade still gaining in report for week ended September 4. . . . Wholesale commodity price index of Bureau of Labor Statistics down 0.4 per cent week ended August 31 to 80.5 per cent of 1926 average. . . .

Wall Street Journal says textile makers' business best in years and silverware and rug industries aided by renewal buying. . . . A. F. of L. thinks business is swell and looks for sound upswing this fall. . . . Commissioner of Internal Revenue reports fiscal year 1934-35 tax collections heaviest in fourteen years with income tax revenue lightest since 1930-31. Corporation income tax yielded 42 per cent of total; individual income 20 per cent; miscellaneous (including "nuisance"), 3 per cent; and processing taxes, 51 per cent. . . . Plans for trade practice agreements under FTC not working out so well. . . .

Promised "breathing spell" leaves business dutifully thankful but hardly breathless. . . . Financial advertisers in convention lay plans to make somebody love banks. . . . President's adviser-on-consumer-problems Hamilton announces New Deal agencies will let business alone by: (1) probing into industry; (2) encouraging public to de-

mand quality standards and grade labeling; (3) helping consumers set up co-operatives and (4) enlarging county consumers' councils. . . .

Department of Commerce publishes "Check Sheet—Introduction of New Consumer Products" (5 cents), "Advertising Methods in Argentina" (5 cents), and "World Economic Review 1934" (30 cents). . . . Nine State legislatures have regular ses-

sions scheduled for 1936 and many will call special sessions. . . . California fair-trade law upheld by State Superior Court in important decision in Emerson Drug Company vs. Weinstein case, while California unfair trade practices act upheld by same court in first test case. . . . Alabama legislature gets H. 907, an unfair trade practice bill.

G. M. S.

Appointed by Industrial Publications

Industrial Publications, Inc., Chicago, has appointed Phil W. Hanna, formerly with the *American Builder* and with *Motor Age*, as managing editor of *Practical Builder*. A. J. Fehrenbach, now business manager of the *Ceramic Data Book* for this company, will become assistant publisher of *Practical Builder*.

Death of G. W. Hodges

George Winthrop Hodges, president since 1933 of the Better Business Bureau of New York, of which he was a founder, and a former president of the Investment Bankers' Association of America, died at New York on September 5, aged sixty-six. At the time of his death, Mr. Hodges also was a member of the executive Staff of the Standard Statistics Company.

Has Heinz Pickle Account

The H. J. Heinz Company, Pittsburgh, has started an advertising and merchandising campaign for Heinz cucumber pickle. Sixty-eight newspapers and two weekly magazines will be used. Maxon, Inc., Detroit, is directing this campaign which is independent of other Heinz advertising.

Philip Frank with Biolite

Philip Frank, formerly advertising manager of K. Arakelian, Inc., has been appointed sales manager of Biolite, Inc., New York. Biolite, Inc., is the new name of the organization formerly known as Bubbletter Signs, Inc. Offices are at 243 West 17th Street, New York.

McFadden Joins Agency

Harold McFadden, has been made director of sales and merchandising of the Llewellyn-Seymour Company, Los Angeles agency. He has been in advertising work in Southern California for the last fifteen years.

Grossfeld Resigns

Edward A. Grossfeld has resigned as advertising manager of Alfred Decker & Cohn, Chicago, effective September 15.

Pulp Products Company, New Container Business

The Pulp Products Company, organized to manufacture pulp containers and other products, is a new business with headquarters at 60 East 42nd Street, New York. It has purchased the moulded pulp division of the F. N. Burt Company, Buffalo, N. Y. Two new products which the company is introducing are a one-trip milk container and a one-quart motor oil container. J. M. Cross is sales manager of the company.

Canadian Group Names Officers

At its recent convention held at Banff, Alberta, the Western Daily Newspaper Advertising Managers' Association elected George P. Cooper, Edmonton *Journal*, as president. Other officers elected were: W. C. Russell, Vancouver *Province*, vice-president; and Walter C. Rice, Saskatoon *Star-Phoenix*, secretary-treasurer. A. H. Middleton, Vancouver *Sun*, Havelock Newcomb, Calgary *Herald*, and F. D. Galbraith, Winnipeg *Free-Press*, were elected board members.

Adds New Accounts

Western Silicair Products, Inc., and Savenick's, Inc., have appointed the Hillman-Shane Agency, Los Angeles, as advertising counsel. A national direct-mail and trade-paper campaign is scheduled for Western Silicair's insulation products. A regional campaign, utilizing radio and newspapers, will be instituted for Savenick's, a chain of retail tire stores.

Heads National Refining

W. H. Lamprecht has been elected president of the National Refining Company, Cleveland. He is the son of the late J. I. Lamprecht, founder of the company, and fills the vacancy caused by the death of Frank B. Fretter.

Elects Carl C. Joys, Jr.

The A. O. Smith Corporation, Milwaukee, has elected Carl C. Joys, Jr., as vice-president. He joined the corporation in 1924 as manager of sales, later becoming director of sales of the oil and gas products division.

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A Code for Agencies

This Lawyer, Regarding Advertising as a Profession, Has Interesting Suggestion for Four A's

By Philip C. Pack

Of the Michigan Bar

THE recent controversy as to the ethics of submitting speculative campaigns to prospective clients causes the student of advertising agency practice to recall the various articles which have appeared in *PRINTERS' INK* during the last decade, but which dealt with another larger question. The present controversy is but a phase of the more inclusive query—one which, to the best of my knowledge, has never been satisfactorily answered.

I refer to the old question: "Is advertising a profession or a business?" or more specifically, "Is the advertising agent a professional man?" And the present timely auxiliary query: "If he is a professional man, by what ethics should he be bound?"

We of the legal profession, particularly the more enterprising of our profession, often become somewhat impatient with the ethics and traditions of bench and bar, particularly those which prevent us from the solicitation of business. We may have done considerable reading on a legal point almost identical with one we know is confronting a business man. We know we would be of great help to him.

But the ethics of our profession forbid us from even hinting that we are hoping to be retained. The same austere code forbids us from taking a case unless and until previously retained counsel has retired and has so notified us, or should the cause be in process of litigation, until a Notice of Substitution has been filed with the court.

Under the present set-up, imagine how little new business would come the way of the agent who followed similar or comparable precepts!

An almost identical code applies

to the medical practitioner. He may not solicit a case or intrude himself unless called in as a consultant, or until the patient has retained him in lieu of a former physician.

All of the so-called learned professions are hemmed, hampered—and helped—by similar standards of professional conduct. But if this is the case, how does the lawyer or doctor or architect or orthodontist reach the top? Everyone knows the answer: simply because he excels others in the quality of his work. The attorney cannot phone a prospective client and say, "Drop into court this morning and see the fine job we do defending Jones for embezzlement." He cannot say, "Come on over to our private practice courtroom and hear a few of our bright young men argue the constitutionality of the Wagner Act." Nor can the physician phone a sufferer with carcinoma and warble, "Look in at Amphitheatre B at Provident and watch me cauterize out a beautiful cancer of the bladder on Rube Brown."

It Works the Other Way, Too

In law or in medicine, such things simply aren't done. No matter how much I may hope that I may be called in to argue a certain case before the supreme court, I have to keep it to myself or, at most, confide it to my associates in the hushed dimness of our library. And, while I am impatient at times with the code, there are ten times as many other times when, worried with the intricacies of an involved point of law, I am mighty thankful that an abler brother is not pho-

For Your Consideration!

The reading, seeing and believing in an advertisement can be hindered or helped by its typographical presentation. Each sales message deserves the careful, thoughtful judgment of an experienced Advertising Typographer before it is put into execution. Give this suggestion your careful consideration. You'll be more than repaid with the helpful guidance and counsel that you can obtain by discussing your typographical problems with any of the Advertising Typographers listed on the opposite page. Or address Executive Secretary, 461 Eighth Avenue, New York City.

The Advertising Typographers OF AMERICA

Typography That



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OF AMERICA

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J. M. Bundscho, Inc.
Faithorn Corporation
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.

INDIANA

INDIANAPOLIS—Typographic
Service Company

MASSACHUSETTS

BOSTON—The Berkeley Press
The Wood Clarke Press

MISSOURI

St. Louis—Brendel Typo-
graphic Service
Warwick Typographers

MICHIGAN

DETROIT
Fred Morneau
George Willens & Company

NEW YORK

BUFFALO—Axel Edward Sahlin
Typographic Service
NEW YORK CITY
Ad Service Company
Advertising Agencies' Service
Co., Inc.
Advertising Composition, Inc.
Artintype, Inc.

NEW YORK CITY—Continued

Atlas Typographic Service,
Inc.
Central Zone Press, Inc.
Frost Brothers
David Gildea & Co., Inc.
Heller & Edwards Typography,
Inc.
Huxley House
Independent Typesetting Co.,
Inc.
King Typographic Service
Corporation
Morrell & McDermott, Inc.
National Typographers, Inc.
Chris F. Olsen, Inc.
Frederick W. Schmidt, Inc.
Superior Typography, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
Typographic Service Company
Kurt H. Volk, Inc.
Weltz Ad Service

OHIO

AKRON—The Akron Typeset-
ting Company
CLEVELAND
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Company,
Inc.

PENNSYLVANIA

PITTSBURGH—Edwin H. Stuart,
Inc.
PHILADELPHIA
Progressive Composition Co.,
Inc.
Kurt H. Volk, Inc.

CANADA

TORONTO—Swan Service

TYPE DESIGNERS

The competition for American Type Designs conducted by the National Board of Printing
Types closes October 1, 1935. Send your designs at once if you have not already done so

ing my client and suggesting a last-minute substitution of attorneys. Yes, the ethical bars of the legal cage prevent me from going on predatory forays among my professional brethren, but they guard me and they comfort me as well.

And so, in any discussion of the ethics of agencies submitting speculative campaigns, we must necessarily revert to the fundamental question, "Assuming that advertising agency work is professional, what ethical fences should we erect for our mutual protection?"

Copy and Art Fundamental to All Agencies

So far as I am concerned, copy and art are the fundamentals of agency service. No one will deny that artists and writers are professional workers, no matter to what lengths their services may be exploited by agency executives. I cannot conceive of an advertising agency without at least one writer and one artist and, at the same time, I agree that one writer and one artist may in association term themselves an advertising agency.

Therefore it follows that advertising agency service is a professional service and should be susceptible to reasonable regulation by ethical standards. As one who, though a lawyer, has devoted sixteen years to the study of the ramifications of advertising agency service, particularly as applied to the contractual relationships between client and publisher, I feel that I am not unqualified to offer a practical *modus operandi* to those agencies, undoubtedly in the majority, that would like to raise their own intramural relationships.

Were I a director of the Four A's, I would cause a directory to be compiled. It would contain three sections: (1) the names of all copy writers in the employ of recognized agencies; (2) the names of all artists, photographic operators and cameramen in the employ of advertising agencies, art studios and photographic firms; (3) the names and principal office addresses of all recognized agencies. (What a "recognized" agency is, I will not attempt to say

here.) After the name of each writer, artist, photographer and agency, I would place a key number for identification purposes.

I would then mail a copy of this directory to every publisher, agency and national advertiser with the compliments of the Four A's. To tie up to the directory, I would see to it that agencies ran, in a lower portion of the copy, in nonpareil type three code numbers. For example, "27-342-19" would serve to identify the copy writer (27), the artist or photographer (342) and the agency placing the copy (19).

What would be the practical results?

Any national advertiser, attracted by an advertisement which (to him) seemed to have unusual merit could learn who wrote it, who illustrated it and what agency placed it and was, probably, responsible for the basic merchandising idea behind it. Any copy writer could learn which one of his professional brethren was responsible for a particularly fine piece of writing. And this is important, because writers, being temperamental as are all creative workers, are professionally jealous of others' achievements and equally anxious to excel themselves. The same thing applies to the equally temperamental artist. Both would be eager to have themselves identified as the geniuses who did the job. Simply recall the story of the cub reporter who preferred a by-line to a raise in pay and you will agree that this is so.

Would Demand Consistent High-Calibre Work

Were display advertising thus taken out of its dark closet of anonymity, the necessity for high calibre of work, in a continuously sustained manner, would be re-impressed upon every agency worker from the creative end down to the proof reader who might get stronger spectacles and the shipping clerk who would be just a little bit more careful. Every agency worker would realize that the whole professional world of which he is a part would recognize the job as *his* copy writer's, *his*

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artist's, his space buyer's and his merchandising staff's and that together, they made the composite back-drop against which the advertisement was exposed to the critical eyes of prospective clients.

And the agency which presented the tooled leather prospectus containing the speculative campaign to a prospective client would have to be sure that his professional closet contained not too many skeletons of former failures for the would-be client to mention in an ironically casual manner.

In the legal profession, we have our tomes of reports which tell of the adjudicated points of law in every jurisdiction. Each reported case gives the names of the attorneys on both sides and when I read, year after year, that Messrs. Jones, Jones, Kelly and Jones have successfully represented client after client, I begin to have a mighty healthy respect for that firm. And my associates and I all pride ourselves when our own names appear in these reports—yes, we do feel this pride in spite of what you read

about the attorney's interest ending when his fee is paid.

The objection to my idea may be raised that agencies would refuse to co-operate by running the code numbers, or that advertisers would object to their use. I do not think this is serious, because were the Four A agencies to do so, others would follow. Furthermore, were the practice followed by a majority, the advertiser would withdraw his objections and to the lay public, the code would be no more obtrusive than the keys in keyed advertising.

Some of the agencies themselves might hold out, it is true. There are always non-conformists in every occupation. Physicians have their quacks to contend with and we lawyers have the shysters. There is never a perfect solution to anything, but any forward-looking project is worth trying, particularly today when changing trends in business, born of the NRA, stimulate an interest in things that conservatives have long frowned upon.



John L. Sugden Dead

John L. Sugden, founder of the Chicago Advertising Agency bearing his name, died at his home at Oak Park, Ill., last week, aged sixty-three. He had been in ill health since an attack of pneumonia last winter.

He had been a partner in the old O. J. Mulford Advertising Agency of Detroit, first agency to handle the Ford account, and, in addition, was associated with Packard and Oldsmobile.

In 1919, after his return from service in France as a Y.M.C.A. secretary, Mr. Sugden organized the J. L. Sugden Advertising Company at Chicago. He continued as president and treasurer until the first of this year, when he turned over the presidency to George H. Hartman, retaining the office of treasurer.

Joins Needham & Grohman

P. A. Phillips, business promotion manager of the Hotel Montclair, New York, has joined Needham & Grohman, Inc., of that city, as an account executive.

Appoints Presbrey

The Frank Presbrey Company, New York, has been appointed to handle the advertising of Aspell & Company, Inc., New York, investment counsel.

Plan Outdoor Safety Campaign

At a meeting held last week at the Advertising Club of New York under the chairmanship of Leonard Dreyfuss, president of the United Advertising Corporation, Newark, N. J., and attended by the Motor Vehicle Commissioners of New York, New Jersey, Connecticut and Pennsylvania an advertising campaign to be undertaken in the interest of safety was mapped out. The outdoor advertising plant owners of the four above-mentioned States have offered their facilities to the Motor Vehicle Departments for a drive for safer motoring. Copy has been prepared and several thousand poster panels will be used to take the message to the public.

New Product to Be Advertised

"Syr-olds," a cough syrup in gum-drop form, is a new product for which advertising plans are being made by the B. & C. Scientific Products, Inc., Seattle. Walter M. Brown is president, L. A. Crow, vice-president in charge of sales, and A. E. Burke, executive vice-president.

Detroit Agency Adds Account

Martin, Inc., Detroit agency, has been appointed to direct the advertising account of the Shackleton Inhaler Company, Grand Rapids, Mich.

Squibb's Peace Program

"TO ARMS FOR PEACE"

is a new half-hour broadcast series which will go on the air weekly for thirty-nine weeks over fifty-one stations, beginning September 19. It is being sponsored by E. R. Squibb & Sons in co-operation with World Peaceways. Squibb points out that in doing this, it is not going pacifist but is joining with World Peaceways to educate people against the futility of war.

The program will consist of music, speeches and entertainment. Deems Taylor will be master of ceremonies. Among the speakers will be William E. Borah, Senator Nye, Alfred E. Smith and Dr. Glenn Frank. Guest musical stars will include Bori, Heifitz, Albert Spalding, George Gershwin and Greta Stuckgold. Original drama built around the realistic side of war will be written for the series by Sidney Howard, Fannie Hurst, Rupert Hughes, John Erskine and Zona Gale, among others. Squibb advertising will be incidental.

Theodore Weicker, executive vice-president, E. R. Squibb & Sons, tells **PRINTERS' INK**:

"We set no new precedent of pol-

icy or aims, in co-operating with World Peaceways to broadcast, over a nation-wide radio network, this crusade for peace.

"In its ideals, in the very nature of the work it has to do, The House of Squibb is and always has been vitally and actively interested in everything which makes for the betterment of human life.

"As our institutional advertising of the past has undertaken to educate people to think clearly on the basic problems of existence, then the broadcasts which make up this radio crusade, "To Arms for Peace," are dedicated to a similar task for a similar objective.

"This company does not profess to know a formula by which war may be brought to an end, world peace established. With millions of people it, too, has appreciated the calm, thoughtful and effective way in which World Peaceways has pursued its task of educating people to a clearer understanding of the principles upon which world peace must be founded and the practical activities in this country which are moving slowly toward that end."

* * *

James H. Gardner Joins Ingalls Agency

James H. Gardner is now associated with Ingalls-Advertising, Boston, as sales manager and merchandising counsel. He had been directing his own business since resigning as vice-president of the *Dry Goods Economist* in 1932.

* * *

Clovelly, New Cigarette

Sales of Clovelly Cigarettes, a new brand of the Brown & Williamson Tobacco Corporation, are being restricted to Washington, D. C., with no extension of territory planned, according to W. R. Hendricks, advertising manager.

* * *

Has Moore Pin Account

The Moore Push-Pin Company, Philadelphia, has placed its advertising account with the Carter-Thomson Company, agency of that city.

New York "Sun" Adds P. J. Carlin

Patrick J. Carlin, previously advertising manager of the *American Traveler* and *Travel Agent*, has joined the national advertising staff of the New York *Sun*. He was formerly national advertising manager of the New York *Post*.

* * *

Appointed by Boston Agency

Frank T. Day, Inc., Boston agency, has appointed Clifton H. Day vice-president. He has been with Wolcott & Holcomb and Walter B. Snow & Staff, both of Boston.

* * *

Schooley with "Investment News"

Ray H. Schooley has been appointed financial advertising manager of the *New York Daily Investment News*. He was at one time advertising manager of the New York *Herald Tribune*.

Women and Radio Programs

Attempt to Raise Cultural Standards Is of Small Value in Advertising, Thinks This Commentator

By Harold Clark

Director, Advertising Promotion, *True Story*

THE work of the Women's National Radio Committee, as reported in *PRINTERS' INK* of August 8, is another worthy endeavor on the part of a small cultured group to express the opinions, likes and dislikes of the masses of the people.

And as so often happens in such cases, the committee has arrived at conclusions which do not conform with known facts on radio listening preferences.

First let's examine the programs which the committee praises as being "best," "most entertaining," "most popular," "delightful," etc. In this classification they list:

Cities Service Hour
Julia Sanderson-Frank Crummit
Palmolive Beauty Box
Harold Sanford's Light Opera Program
One Man's Family
America's Town Meeting
Wallenstein's Sinfonietta
Philharmonic Orchestra
Lanny Ross and Howard Barlow
Cornelia Otis Skinner

Each of these programs, according to the Women's National Radio Committee, is recommended with one or more of the descriptive terms quoted above. Grouping these ten programs into types we find:

Classical	4
Popular Singers	2
Semi-Classical	1
Operetta	1
Dramatic	1
Forum Discussion	1

These types of programs have been ranked by the people, together with their listening percentage as follows:

	Rank	Listening Per Cent
Classical	10th	12.1%
Popular Singers ..	13th	7.3%
Semi-Classical ...	9th	12.5%
Operetta	4th	18.4%
Dramatic	7th	14.4%
Forum Discussion	18th	3.9%

The three top-ranking types of programs as rated by the public are:

	Rank	Listening Per Cent
Variety Show....	1st	24.7%
Personality	2nd	21.8%
News Topics	3rd	19.7%

Therefore, with the exception of the Palmolive program, an operetta recommended by the committee, its choices fall far down the line in popular appeal.

It is difficult to analyze the classical programs which are the most numerous of the recommended programs because only one of the four is a sponsored program—Cornelia Otis Skinner. Miss Skinner's program is described by the committee as the "delightful quarter hour with one of America's most popular diseases." Three of her recent programs checked 6.6 per cent, 6.2 per cent and 7.6 per cent of the listening audience.

The American Radiator hour, a classical program featuring the Salzburg Festivals, had an average four-month rating of 1.7 per cent.

The Armco Iron Master with a classical quartet was even lower in the rating.

The General Motors Symphony Concert did better with an average rating of 9.5 per cent.

The committee speaks very unkindly of the Fleischmann commer-

32-PAGE



LARGEST PROFESSIONAL

PENCIL

INSERT

Launches

**PROMINENT
MANUFACTURER**

***Into New*
BUILDING MARKET**

THE Owens-Illinois Glass Company have made an important contribution to the modern art of building. Translucent masonry is no longer a dream—but a reality! Buildings can now be built *with walls of glass* at a reasonable cost! A new and versatile medium is at the command of the imaginative designer.

Realizing that the launching of such an important material required an unusually complete and forceful presentation to the largest architectural audience, a thirty-two page insert has been placed in PENCIL POINTS for September.

This outstanding insert was placed by The U. S. Advertising Corporation of Toledo. Our editorial staff of well-known architects worked with them. The copy is brief and speaks the professional language. Illustrations are graphic and stimulating. The technique is unusually fine.

A copy of the September issue or a reprint of the insert will be sent gladly on request. Address: Pencil Points, 330 West 42nd St., New York City, or Insulux Division of the Owens-Illinois Glass Company, Muncie, Indiana.

ESNAL CIRCULATION

LPPOINTS

cials on Rudy Vallee's hour. "An otherwise excellent program has been ruined for many people," they say. The word "many" should probably have been changed to "some." For the records show that Vallee's Variety Show—and variety shows rank No. 1 with the public by type—packs them in on Thursday nights. The listening percentage on this program runs between one-fourth and one-third of the audience, and the program ranks third among all programs on the air. Therefore it would seem logical that the people do not resent the commercials to a degree which interferes with their listening habits.

Lady Esther also gets a rap from the committee as the greatest bore. But the listening percentages do not bear out this conclusion. Average percentage of listeners for half-hour programs is 8.8 per cent and Lady Esther is running around 12 per cent to 13 per cent, or 50 per cent better than the average.

"Home on the Range" is nominated as the "worst" musical program on the air. Worst in the opinion of the committee, but, in fact, 25 per cent better than the average. This half-hour program is getting better than 10 per cent of the listeners.

The committee is most resentful, however, of the fact that John Charles Thomas dons cowboy chaps and a ten-gallon hat weekly on this program. "When it is considered that this artist literally packs concert halls . . . it is maddening to hear him as an 'also-ran' on a mediocre program." The Wm. R. Warner Company may realize that the artist who fills the concert halls in New York once or twice a year deserves only a small part on a program designed to draw large audiences of the kind of people who fill the movie houses daily.

Undoubtedly the Women's National Radio Committee is attempting to do a worth-while constructive job. It senses the need for such data as it is trying to furnish. Unfortunately, though, it is making the mistake which is made so often of judging what the people like by our own cultural and educational standards.

Many advertisers have proved to their satisfaction that their own personal likes and dislikes have no bearing on what the people like or dislike. A constant striving to raise the cultural standards of the nation is a worthy aim. It has a definite place in any civic plan, but it is questionable how much value it is to advertising.

Joins Firestone Agency

Terry T. Greil, until recently manager of the St. Paul office of Barron G. Collier, Inc., is now with the Firestone Advertising Agency, of that city, as an account executive. This agency has been appointed to handle the account of the Udga Company, proprietaries, which is planning a newspaper and radio campaign.

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Forms Robert S. Taplinger, Inc.

Robert S. Taplinger, for seven years with the Columbia Broadcasting System, has organized his own business devoted to publicity and radio relations. The organization, under the name of Robert S. Taplinger, Inc., will open offices at 485 Madison Avenue, New York.

• • •

Liquor Magazines Consolidate

Wine and Spirits Merchandising has been consolidated with *Liquor Store & Dispenser*. This is the third publication absorbed by *Liquor Store & Dispenser* since it entered the liquor retailing and dispensing field.

Death of L. P. Fisher

Louis P. Fisher, for a number of years with Young & Rubicam, Inc., and who was to conduct a course in marketing at Pace Institute, New York, this fall, died September 2 at Raquette Lake, N. Y., as the result of a motor boat accident. He was a graduate of the University of Pennsylvania, Class of 1919, and was a frequent contributor of articles to the advertising trade press.

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Handles Ink Campaign

The Garvey Ink Company, St. Louis, will start its first national campaign this fall through the Ridgeway Company, of that city. Small space will be used in a magazine schedule; large space featuring a limerick contest will appear in newspapers.

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Haenisch Joins Edmond Press

E. Travis Haenisch has resigned from the Pope Publishing Corporation, New York, to become advertising and sales promotion manager of the Edmond Press, of that city.

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75,000 Prospects

Timken's "Round-Up" Contest Sells Many Oil Burners and Builds a Mailing List for the Future

By E. E. Irwin

TO MYSELF:

I hereby do solemnly swear that I shall immediately begin rounding up prospects in my territory, and do further solemnly swear and affirm that within two days from this date I shall mail a list of at least fifty prospect names to Detroit for the "Round-Up" mailing. In witness whereof I affix my hand and signature this _____ day of July, 1935, in the presence of the more successful man I want to be.

Signed _____

WITNESSED by my family, whose hearts will be gladdened by the prizes I am sure to win if I take part in the T. S. A. "Round-Up."

THUS dealers' salesmen and branch salesmen pledged themselves for a prize contest staged this summer—and extending into the fall—by the Timken Silent Automatic Company.

The contest aimed at two objectives: (1) to promote immediate sales; and (2) to build a mailing list.

Says T. A. Crawford, general sales manager: "The majority of our active dealers have participated; and we have mailed out some 80,000 pieces of direct mail to prospects, a figure that is almost double our original estimates. We did not expect to show immediate sales results—for this was also a prospect-building campaign and its full value cannot be determined for some months to come. However, present indications lead us to believe that the final results will be very satisfactory, and meanwhile we have obtained a good deal of business that otherwise would not have developed."

Campaign material went out to the salesmen immediately after a

series of local meetings at which the whole effort was explained and "sold" to Timken field men who later were to work with the dealers and their salesmen in the campaign details.

"Five thousand dollars in prizes," said a booklet that went to the dealers' men. "Round 'em up during July and August and win sales, profits, and prizes. Every T. S. A. dealer and salesman has a chance to win worth-while prizes in this great summer drive. Read every word of this book. Then, get into action.

"Here's what you're after: Surveys—Sales—Profits—Prizes. And the starting point is more surveys—because more surveys mean more sales.

"One of the strongest selling tools ever placed in a salesman's hands, the Timken Heating Survey is a proved door-opener that should be used every day to make your prospecting and selling more resultful in this T. S. A. Round-Up.

"The offer of a free heating survey gains attention for you at once—makes it possible for you to get the information you need about the prospect and his heating system—creates confidence in you and makes your selling job easier.

"The survey gives you a good reason to call back, and it enables you to qualify a prospect at once, because every prospect who gives permission for a survey automatically indicates an interest in the facts your survey will reveal. Make as many surveys as you can, every day during the Round-Up."

Point-credits, it was announced, would be awarded on the following basis: 100 points for each sale of either of two oil burners; 100 points for each sale of either of two water heaters; 200 points for

each sale of an oil furnace; and 200 points for each sale of an oil boiler.

And, on the score of prospect-building: "Ten points will be given for each survey reported to the factory, credit to be allowed only on surveys made during the Round-Up period. A maximum of ten surveys (100 points extra) will be allowed for credit for each sale made during this period."

To report surveys, each salesman was supplied with "survey certificates." In card form, the certificate read:

"The Timken Silent Automatic Co.:

"Mr. _____ has today made a survey of my home in co-operation with the Better Housing Program and has given me complete information on Timken Silent Automatic Oil Heating and the modernization of my heating system. I understand that signing this card places me under no obligation.

(Signature)"

The announcement went on to urge: "Complete your quota of sales during the contest and score double! You can do it—because every T. S. A. man who thus qualifies for his extra award may figure his score in the Round-Up by multiplying by two his total points earned."

Specifically: "If you are a Quota Buster, this example will show you how to figure your score, using, of course, the number of points you actually have earned.

"If your quota was set at ten burners:

"You sold
8 Model C's and earned 800 points
1 Model GA and earned 100 points
1 Oilboiler and earned 200 points

"You reported 100 heating surveys and earned 1,000 points

"Making a total of 2,100 points

"Since you made your quota, you can claim *double* this amount, or 4,200, which will be the number you can use in claiming the prizes you desire.

"If you do not reach your quota, here is the way your score would be figured:

"You sell	
1 Oilboiler and earn	200 points
1 Water Heater and earn	100 points
1 Oil Burner and earn	100 points
"You report only 16 surveys and earn	160 points
"Your total would be	560 points

And further: "Every survey you complete, every sale you close, will add to your score of points, which will entitle you to choose valuable awards from the great array of prizes that Timken has assembled. Every prize is fine, high-quality merchandise, and no matter what your favorite sport, hobby, or personal taste may be, you are sure to find something you like, something you'll be eager to win for yourself, your family, or your home.

"Every prize you can win in this great contest is described and pictured in a special Prize Book, a copy of which will be sent to every T. S. A. salesman and dealer. Watch the mail for your copy. When it arrives, look it over carefully, decide what you want. Let your wife and children select the prizes they'd like to have. Then make up your mind to win them. . . ."

But, meanwhile, valuable as surveys were to be, there remained the highly important matter of a mailing list of prospects. In a special manual, headquarters told the men:

"Your Round-Up activity centers around prospects on your mailing list. Start now to round up as many sales and heating surveys as you can make in this selected group.

"To every prospect on your list will be sent direct from the factory a powerful, interest-arousing mailing that will tell your prospects about the easy purchase plan offered by Timken in co-operation with the Better Housing Program. . . .

"A sample copy of this mailing is enclosed. Read it now. You will see immediately how this dramatic appeal will open more doors to you, give you the opportunity to make a greater number of heating surveys, and start you on your way to closing a maximum of profit-making, prize-winning sales."

No prospect list with fewer than fifty names would be accepted.

And how to build a list? Head-

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SERVING

146 different lines of business

Visit most any retail store in the land and you'll find a working sample of "U S"... product of an organization whose beginning dates back more than a half century... who shakes hands with customers in every state in the Union... experienced in producing "point-of-sale" helps for 146 different lines of business... skilled in promotion and packaging... trained in creating merchandising materials for every purpose, from candybar cartons to cutouts, labels to 24-sheet posters... equipped with unmatched facilities, as complete as they are modern.



Pieces of color that make sales! Typical of "U S" products is this HERSHEY "Index Recipe Book," developed and sold by the Palmer Division of "U S".

Not surprising, then, that "U S" talks your language and is qualified to build "products that help sell your products." "U S" works with Agencies and Advertisers.

"Our products help sell your products"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
309 Beech St.

NEW YORK
52-X E. 19th St.

CHICAGO
205-X W. Wacker Dr.

BALTIMORE
409 Cross St.

quarters suggested a "car canvass," and explained:

"This method is based on the theory that owners of the better classes of homes are the best prospects for oil heating, a theory that has worked out consistently.

"The first step is to fill your gas tank. The second step is to drive up one street and down another in the better residential sections of your town, jotting down the street numbers of the better-appearing homes and omitting those homes where vent-pipes indicate that burners already are installed.

"The third step is to get the names of the owners by checking against your city directory, or, if a directory is not published in your city, by checking against tax rolls and such other records as are open to the public.

"The greatest advantage of this plan is that it is a *quick* method of building a prospect list. In most instances, street numbers can be obtained at the rate of 100 an hour. Another advantage is that the method is highly accurate. The appearance of a man's home is almost always a dependable index of his ability to buy. Of course, there are exceptions; but experience indicates that the exceptions will not average more than 10 per cent."

Other Sources for the Mailing List

In addition, headquarters suggested that new names might be obtained by contacting users, real estate men, plumbing and heating contractors, architects, builders, salesmen of home appliances, salesmen of coal and oil, by door-to-door canvass, by telephone canvass, by canvass of homes around new installations, and by canvass of acquaintances.

In five steps, headquarters outlined the procedure that would win prizes—

"1. Get as many prospects as you can on your mailing list.

"2. Mail your list to the factory on or before June 29.

"3. Call, personally, at every home on your list.

"4. On every call, use the survey presentation book.

"5. File your orders and survey

certificates as soon as they are made."

Along with the preliminary material, there went to each salesman a reply card, the text of which read:

"Sign me up! I have read the Round-Up Book and hereby give you fair warning that I am out to win. As a starter, I expect to round up — names for my mailing list, which I will send under separate cover. Look for me among the Quota Busters in the great T. S. A. Round-Up Contest!" To which the salesman signed his name and his dealer's name and address.

Of course, headquarters followed-up. For example, on July 10, the home office sent out a bulletin headed "How to Rope a Prize." The cover suggested six steps:

"1. Re-read your Round-Up rules and regulations.

"2. If you haven't already sent one in, get your first mailing list in tonight.

"3. Build your prospect list by adding *new* names.

"4. Follow-up every prospect on your mailing list and make a survey.

"5. Study your Round-Up survey folder so that you can make the sort of survey that gets the order.

"6. Get the order!"

The bulletin reported progress. Thus—

"Fact No. 1. 620 Round-Up mailing lists have been received thus far.

"Fact No. 2. These lists total more than 32,000 names.

"Fact No. 3. They are from virtually every live Timken dealer and salesman in the organization.

"Fact No. 4. The mailing department is just about in stitches trying to keep up with the parade.

"Fact No. 5. The supply of Round-Up literature that was expected to last through July is now completely exhausted, compelling an immediate re-run.

"Fact No. 6. It is already evident that the \$5,000 set aside for Round-Up prizes will have to be just about doubled to supply all the prizes that are going to be won. . . .

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is even brighter, as evidenced by the rapid inroads dealers and salesmen are making on their quotas."

The bulletin cited specific instances—

"The Checker Motor Supply, at Cedar Rapids, already has sold 25 per cent of quota—with the Round-Up just beginning. Gregory & Graham, at Richmond, Va., have sold better than 30 per cent of their quota. L. B. Keperling and his loyal henchmen, at Lancaster, Pa., need only two more sales to ring the bell. . . .

"Mid-West, at St. Paul, another Timken engineering organization with one of the largest quotas on the list, has sold 45 per cent of quota and expects to go over the hump within another week.

"Ride in the Round-Up. You'll be mighty glad that you did! . . .

"REMEMBER: The Round-Up is a continuous sales campaign! If you already have sent in one list, begin building another. The more names you send in, the more surveys you'll make, the more sales you'll close and, finally, the more points you'll have toward actually winning the prize you've set your heart on winning."

Regional Meetings to Sustain Interest

And further to sustain interest, headquarters arranged a schedule of regional meetings.

Barely holding its enthusiasm within the bounds of its size, a folder carried this:

"REGIONAL MEETING!

"Yippee!

"They're all on their way to the Regional Meeting. We warned you not to miss it. Take the hint! Follow the crowds of T. S. A. men who are using prayer, pretext and propaganda to get to the big Regional Meeting. There must be a reason, and there is. They simply figure they can't afford to miss the helpful business discussions, the inspiration, the big special events, the surprise awards, and the real fun. These are all benefits that mean more money in your pocket. Better be there than be sorry. Make your plans—and attend!"

A word or two, now, about the kind of literature that has gone to

prospects whose names the salesmen have sent in.

One piece is a letter-folder, the letter-text of which reads:

"Your home will be a better and more comfortable place in which to live when you have the best and lowest-cost Automatic Heating. Today more than 110,000 users of Timken Silent Automatic know and enjoy the comfort, convenience, and pays-for-itself economy that it has brought to their homes.

"And to make it easier for more people to have this thrifty, modern way of home heating, we are co-operating with the National Better Housing Program by offering a new and easier method of financing the low-cost Timken Silent Automatic Products.

"Yours very truly,

The Timken Silent Automatic Co.

"P. S. Our representative in your community is Mr. —, of —. He will tell you how you can take advantage of this unusual opportunity."

Another piece concerned itself with the survey. Its cover proclaimed: "What Our Free Heating Survey will tell you about fuel costs in your home." The cover bore an imprint of the dealer's name and address. Inside, the text read, in part, as follows:

"It will not cost you a cent to have us make a heating survey of your home. It may reveal unknown facts about the condition of your heating system that are costing you more money than they should.

"Naturally, you do not want to waste money in your home. Our survey of your heating system may point the way to reductions in your heating costs.

"We are glad to offer you this free service because we are sure that sooner or later you will want the convenience, comfort, and economy that Automatic Heating will bring to your home. . . ."

And the round-up goes on. For in the hands of salesmen now is a welterweight broadside that reads:

"Seventy-five thousand prospects corralled in the greatest prospecting Round-Up in Timken Silent Automatic History, a record per-

formance for our hustling T. S. A. men.

"August 31 winds up the Round-Up Sales Contest.

"NOW WATCH FOR THE BIG NEWS THAT WILL COME TO YOU IN THE NEXT FEW DAYS.

"It's a 'natural' for your two biggest selling months.

"There will be \$10,000 more in

merchandise prizes for T. S. A. men who get out and do things from September 1 to October 31.

"Get set now to get your share.

"New sales ideas—new sales helps—and complete details about a new sales contest are all explained in the portfolio that will come to you in the next few days.

"Watch for it!"

Austin Car Resumes Production

R. S. Evans, of Atlanta, whose purchase of the Austin automobile plant at Butler, Pa., was attacked by several creditors, has obtained full possession of the property on a court decision. Production will be resumed.

Present models will be continued but as rapidly as conditions permit a full new line will be put through. It is said that Mr. Evans plans a minimum of 6,000 cars the first year with lines changed to conform to the modern trend.

An advertising campaign, it is reported, will possibly feature reduced prices on the cars and also uses of the Austin as a delivery unit.

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Death of T. Edgar Willson

T. Edgar Willson, editor and vice-president of *The Jewelers' Circular-Keystone*, died last week at Demarest, N. J., aged sixty-two. He joined *The Jewelers' Circular* in 1892, when he was nineteen years old, becoming editor in 1903. Mr. Willson was a past president of the Jewelers' Twenty-four Karat Club of New York. During the Coolidge Administration, Mr. Willson served as a member of the United States Assay Commission.

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Change at Fairbanks, Morse

Harry Neal Baum has been appointed advertising manager of Fairbanks, Morse & Company, Chicago, succeeding W. T. Watt, resigned. Mr. Baum was formerly advertising manager of *American Business*, prior to that with *MacRae's Blue Book*. Mr. Watt has assumed the post of vice-president and business manager of *Industrial Power*, St. Joseph, Mich.

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Howe with R. R. Morgan Company

The Raymond R. Morgan Company, Hollywood, Calif., radio promotion, has made Frank B. Howe head of its publicity department. For the last several years he has been with the Matson Navigation Company.

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Ronalds Agency Appointments

G. Walter Brown, formerly manager of the Toronto office of the Ronalds Advertising Agency, Ltd., has been transferred to the Montreal office as account executive. He is succeeded in Toronto by Ray Avery.

Premium Group to Meet

An exposition and convention will be held at the Hotel Pennsylvania, New York, September 23 to 27, by the Premium Advertising Association of America, Inc.

Speakers at round-table discussions on September 24 will include Oliver Cabana, Jr., Liquid Veneer Corporation, "Premium Advertising and Direct Mail"; A. E. Tatham, Bauer & Black, "One More Dynamo," and Howard S. Cook, John T. Stanley Co., "Using Premiums to Strengthen Dealer Co-operation."

A morning session on September 26 will be addressed by Kenneth Plumb, Federal Advertising Agency, "The Agency's Part in the Selection of Premiums"; Henry W. Marks, *Printers' Ink*; Miss E. Evalyn Grumbine, *Child Life*, and J. K. Mason, NBC, "Contests and Offers from the Radio Viewpoint."

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McDonough Leaves "Economist"

W. J. McDonough, for a number of years vice-president of the *Dry Goods Economist* in charge of the Western territory with headquarters in Chicago, has resigned to establish himself in his own business in that city. He will serve as general merchandising counsel. For two terms Mr. McDonough was president of the Trade Press Association and last year chairman of the Chicago Dotted Line Club.

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Petry Adds to Staff

Edward Petry & Company, New York, radio station representatives, have appointed Walter V. Bennett, formerly sales manager of the Butterick Publishing Company, to their sales division. Constance Peters, formerly manager of KTWS, Hot Springs, Ark., will head the research department of the organization.

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New Health Food Accounts

The newly formed Milk Minerals Company, Inc., 400 North Rush Street, Chicago, has appointed the Chicago office of the Campbell-Sanford Advertising Company to direct the advertising of Wheytone and Lactiam, new products.

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General Shoe Elects Bumpous

Earl T. Bumpous has been elected vice-president and member of the board of directors of the General Shoe Corporation, Nashville, Tenn.



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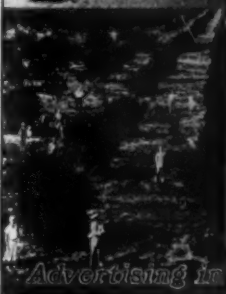
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**No Siesta Here
Before "Season"
... Nor After!**



Soon tourists head south to soak up Florida sunshine.

Everyone knows what this means to Florida in additional income and purchasing power.

But advertisers benefit most who realize the year 'round sales potentiality of Florida, and are already established in this market.

In a full-time working, income producing market, there's full-time sales opportunity, calling for full-time development.

FLORIDA

Florida Times-Union Miami Herald
Tampa Tribune St. Petersburg Independent
The Orlando Evening Reporter Star
The Orlando Morning Sentinel

Advertising in Florida Pays All Year 'Round

For Highway Hiccups



WHEN the life of a party concludes a big and bibulous night with his steering wheel in his ribs and his radiator in the roots of a telephone pole, the police arrest what is left alive and the populace, reading its newspapers, wonders if Repeal was just the right thing to do.

As a matter of common, business sense, Samuel Ungerleider, president of the James Clark Distilling Corporation, has considered it wise for the whiskey business to teach moderation.

A capital difficulty lies in the fact that liquor is being consumed, nowadays, by a generation that hasn't had time to learn how far alcohol can throw you. To quote a company statement: "Too many of the new generation acquired their drinking habits during Prohibition, when it was the smart

thing to get all there was in sight as quickly as possible, thus too frequently leading to over-indulgence and its attendant evils."

In newspaper advertising, the Clark Distilling copy has displayed prominently, the admonition, "Demand quality," and just as prominently the further admonition, "Drink moderately."

And now the company moves its educational effort closer to the orbits of those bats-out-of-hell of the highways who enjoy their snappy—and sometimes slaughterous—blends of rye and ethyl.

Along main-traveled pikes are appearing illuminated boards, setting forth the same thought: "Drink moderately—insist on quality!"

The words are big and black—so big and black that, Mr. Ungerleider hopes, even he who rides at seventy may solemnly read.

Names Federated Sales Service

The Federated Sales Service, Boston, has been appointed marketing counsel for the Hygenic Products Corporation, Portland, Me., which manufactures a line of fourteen household items. Business papers are being used.

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Changes Name to Tioga Mills

The Tioga-Empire Feed Mills, Inc., Waverly, N. Y., because its name is so widely known as the "Tioga Mills," has made this its official name. The change is one of name only.

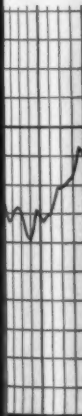
Hunter Has Own Business

Roy A. Hunter has started his own advertising business at Vancouver, B. C., with offices at 325 Howe Street. For the last seven years he has been Pacific Coast manager of the Pacific Railways Advertising Company.

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Miller & Lux to Advertise

Miller & Lux, San Francisco, farm land holders, have started a campaign of newspaper advertisements in California papers. Emil Brisacher & Staff, of that city, are handling the advertising.



1934 1935

P. I. Advertising Index

1935 August Magazine Linage Shows a Decline from Corresponding Month of 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE magazine index for August, 1935, declined 1.7 per cent from July.

For August the index stands at 77.1 as compared with 78.4 for the month of July.

Actual magazine lineage for August shows a gain over July, but August magazine lineage normally exceeds July, and the decrease in the index, which is corrected for seasonal variation, means that the

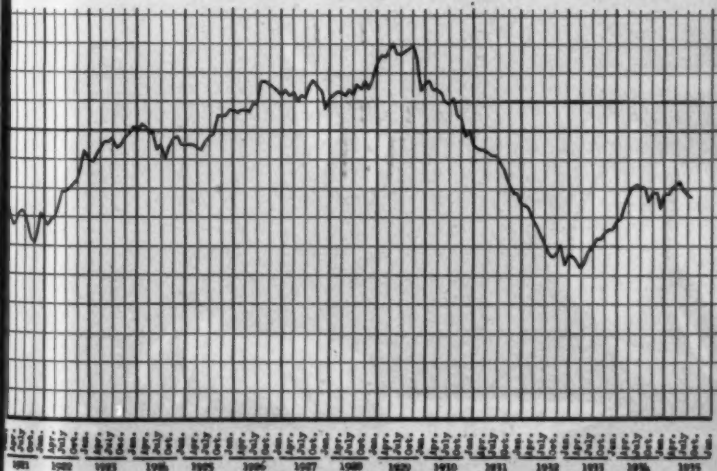
gain for the month of August was smaller than the usual seasonal increase.

The August index also registered a drop-off of 4.1 per cent from August, 1934. The accompanying chart indicates that August is the third successive month during 1935 when the magazine index for any one month has been below the level of the corresponding month of 1934.

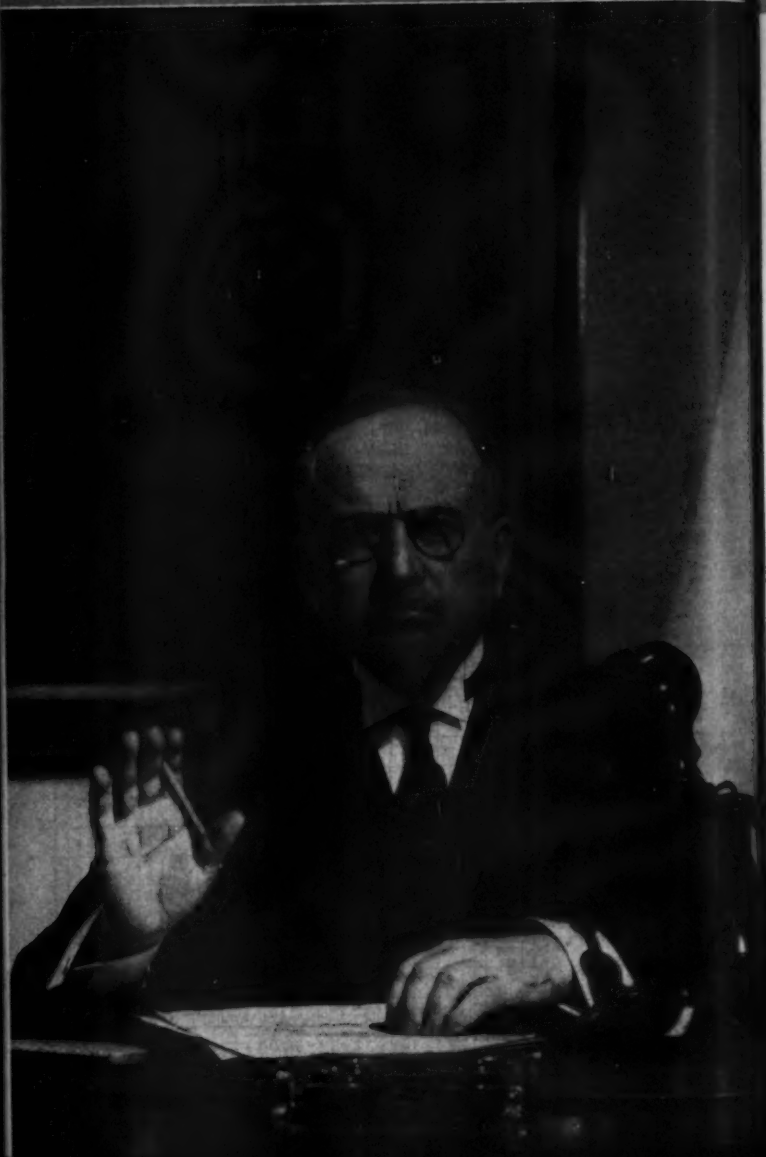
MONTHLY INDEX OF MAGAZINE ADVERTISING

100=Monthly Average 1928-1932 Inclusive

Corrected For Seasonal Variation



"We're not in the market a



PRINTE
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ark any new ideas...

There's no tougher nut to crack than the firm with a low **I.Q.**★

The founder died in '89; but his spirit still rules over policies, plans and products. I.Q.—in this firm—is at its lowest ebb. There are no subscribers to Printers' Ink Publications.

If you are a merchant of modern packaging, modern media, modern advertising, you might as well pass by this door. Much better to concentrate your effort in the field of the high I.Q. Much better to carry your story to men who are abreast of the advertising times . . . men who do their own thinking, dictate their own policies, evolve and O.K. their company's plans.

Editorially, Printers' Ink is "required reading" for such men as these . . . men with a high I.Q. Advertising-wise, it is your No. 1 medium for singling out the most alert, most responsive, most *influential* factors in the field of modern merchandising.

The figures will speak for themselves:

In 1934, 436 leading advertisers spent approximately \$221,045,633 in newspapers, magazines and radio; Printers' Ink Weekly reached 92.51% of the newspaper appropriations, 95.63% of the magazine, and 91.09% of the radio appropriations. The Printers' Ink-Publications, in combination, cover 93.8% of this entire volume; 85% of the big-spending advertisers.

Again we repeat: The more P. I. the higher the I.Q. And the more I.Q. the better the market for men who would advertise to advertisers.

★ *Idea Quotient = ideas produced ÷ hours worked.*

PRINTERS' INK PUBLICATIONS REACH THE HIGH I.Q.
PRINTERS' INK WEEKLY • PRINTERS' INK MONTHLY

Seeks Advertising Drive on Economic Illiteracy

Eloquently, Mr. Brooks brought a startling proposal to the Financial Advertisers' Association in session at Atlantic City this week. It is none other than an appeal to all bankers and business men to save the country's institutions from the fallacious theorizers who are hacking at the tap roots of America's destiny—to save these institutions by the biggest advertising campaign the country has ever seen.

By Frank F. Brooks

President, Pennsylvania Bankers Association; President,
First National Bank at Pittsburgh

THE profession of American finance is now impotent and will continue to be impotent for exercising its full duty to the economic welfare of America, until there is restored broad confidence both in the men who conduct the fiscal affairs of this country and the safe policies of economics upon which they operate.

Today you behold the sorry spectacle of the most vital instrument of recovery and progress—American finance—imprisoned by blanket indictment for general incompetence and dishonesty, being tried for its life by well-fanned emotionalism. The great rank and file of competent and conservative banks are being held as accessories to the crimes and chicaneries of the comparative few.

It is not my purpose here to enter any elaborate defense for the American banking structure, so violently assaulted during recent years, except to note several indisputable facts which history will observe when the whole story is written with an impartial pen:

1. That the American banking system, with full admission of all defects, has been operated upon policies which have enabled America to reach its eminent position in an incredibly short time—measured by history.

2. That this would have been utterly impossible had it been oper-

ating upon a false economic base.

3. That neither truth nor logic can possibly support any accusation that banking, with its long, proved and undisputed record of contribution to, and co-operation with, the economic progress of America, merits the wholesale and indiscriminate challenge to its morality, its economics and general status as a tried-and-true public servant.

4. That the casualty list of recent years reached its proportions—not through falsity of bankers to their trusts—not through ignorance of sound principles, but through falsity of public conception about the elementary laws of banking.

By and large, American banking is essentially a community affair. The banker who lends money on long-term commitments to the citizens and business enterprises of his town, expresses in the supremest way his faith in the honesty, the capacity and the future of his citizens and his town. The only charge which can be honestly leveled against him is his lack of imagination to preconceive how the wild fires of mass fear can, at the same time, utterly melt the laws of average, upon which every business must depend for life, and at the same time, freeze solidly his good assets.

How little did the public understand the intimate relation which exists between a bank's loan policy

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and a continuance of the weekly or monthly pay checks. For lack of knowledge, the people did not for a moment suspect that, by assaulting the banks by abnormal withdrawals of deposits, they were striking primarily at themselves.

There is no adequate defense against angry fear, most especially while the wounds of disappointment are kept open and fresh by those of ill or ignorant motives, who capitalize the hours of uncertainty by insisting that the house be burned to catch the few rats.

Effect of Tinkering with Fundamental Principles

Freely granting that most abnormal conditions revealed many places where the American banking system can be improved, I assert here, flatly and without qualification, that to tinker with the bed-rock principles which must always govern constructive and conservative banking, under all conditions, is to hack at the tap roots of America's destiny.

It would have been futile, at the time of the calamity, for the bankers to have defended themselves. Facts and reason, in such situations, are fuel to the flames.

But the time is now here when a continuance of submissive silence by American finance is neither wise nor safe.

I, for one, wish to go on record, here and now, as advocating immediate, comprehensive, aggressive, permanent and nation-wide procedure, in defense of the immutable laws of economics to which America must cling, or else perish.

I claim that the sale of economic literacy to America is a practical concept, and the broad premise of this claim is staked upon my utter belief in American common sense when not swayed by temporary emotional forces to depart from straight thinking.

Permit me to make it emphatic that all references touching upon economic illiteracy in America are restricted by the unassailable fact that when the majority of our citizens are convinced in their hearts of what is the right thing to do, they will ultimately do that thing. Their present uncertainty is more

the child of confusion than of ignorance. Their course may not be as the crow flies, but depend upon it that their sense of direction is unerring.

I know that there is a re-birth of vision and understanding in this country. What we have lost in the way of material things is being compensated for by what we have found in the realm of spiritual things. And I mean spiritual things in their relation to the practicalities of every-day living.

The roots of survival for a great people go deep into the common problems of the masses. The doctrine of "the survival of the fittest," in the national sense, is both invalid and impotent unless it takes into full account this necessity for co-operation to advance the public weal.

Today you find American business solidly behind this inescapable truth. By and large, it always has subscribed to, and acted upon, the soundness of the conception. Because there have been major violators, who, be it observed, collected their loot equally from business itself and the people at large, we find big business in America, along with the financial structure, locked up, and impotent, under the same-blanket indictment of general suspicion.

A Principle That Has Proved Itself

As never before does both banking and business know that to serve themselves—or indeed, to live at all—they must serve the people—all of the people—all of the time. This is not a new discovery. America reached its heights through the long operation of this principle.

How tragic that this co-operation, with America as its monument is so little understood, at the exact time when it is vital that it be thoroughly understood.

It suggests to me—and this is the essence of all I have to say, the imperative and immediate necessity of banking and business getting together to wire the structure of America for the brilliant illumination of this principle of co-operation.

I am calling for the biggest ad-

vertising campaign America ever saw—to put these thoughts in effect now.

I am calling for an advertising campaign produced regardless of expense.

I am calling for an advertising campaign that will reach into the nooks and crannies of the smallest hamlet.

I am calling for an advertising campaign, whose sponsorship will be so broad, that the most prejudiced mind dare not challenge its spirit of altruism.

I am calling for an advertising campaign that will consolidate, vitalize and encourage the American majority of straight thinkers—now almost mute and disorganized—when their influence is vital to the destiny of America.

I am calling for an advertising campaign that will draw the sharp line between right and wrong economics, leaving no twilight zone where demagogues always operate.

I am calling for an advertising campaign to show that the economic law against "something for nothing" is still on the books.

I am calling for an advertising campaign that will put Government

and politics in their true relation to our economic life.

I am calling for a campaign of permanence, chargeable as an insurance policy against the depredations of economic illiterates and half-baked theorists.

I ask that the principles set forth in the campaign be woven into our national system of public school and university education.

These are but the highlights of what should be done, can be done, and, in my opinion, must be done, to counteract the virility of the poison now being injected into the economic veins of America.

I cannot subscribe, in the present situation, to any theory that the American banks, pecking away individually—no matter how brilliantly—can hope to solve a problem of this magnitude.

I believe that the American banks, even working together, cannot, at the moment, hope for success, because their motives are still under challenge.

It is, however, distinctly their obligation to instigate broad plans and action—not for themselves alone, but for the safety of the country.



Southern California Agency Chapter Appointments

August Bruhn, Norton W. Mogge and William Hannaford have been appointed members of the media relations committee of the Southern California Chapter of the American Association of Advertising Agencies.

Don Francisco, chapter chairman, also has announced the appointment of Jack C. Morse and Fred M. Jordan as members of the education committee, and Dave Botsford, Dudley Logan and Thomas B. Moody to the mechanical production committee.

Dan B. Miner has been appointed to the membership committee and Dana Jones to the fiscal control committee.

Gets China Advertising

Luckey Bowman, Inc., New York, agency, has been appointed to handle the advertising of the William H. Plummer Company, Ltd., New York, china and glass.

Cabot Elects

Frank T. Samuel has been elected vice-president of Harold Cabot & Company, Inc., Boston agency, in charge of radio and merchandising.

New Accounts Placed with Gotham Agency

The Gotham Advertising Company, New York, has been appointed to handle the advertising for the Janssen Piano Company, that city. Newspaper and trade campaigns are being used. Sanford H. Lane is account executive.

This agency has also been appointed by the American South African Line to handle its advertising. Newspapers are to be used. William Menkel is account executive.



Sheldon Heads New Business

Roy Sheldon, formerly vice-president of Kay Displays, Inc., is now president of Moulded Displays, Inc., 60 E. 42nd St., New York. This new company has exclusive rights for moulded pulp signs, displays, premiums, toys and novelties from the Pulp Products Company.



Canadian Advertisers to Meet

The Association of Canadian Advertisers will hold its annual convention at the Royal York Hotel, October 16 and 17. A banquet will be held on October 17.

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Industrial Advertisers to Discuss Budgets

PRACTICALLY every form of advertising will be given an opportunity to solicit a share of a hypothetical \$300,000 appropriation at the annual convention, to be held in Pittsburgh, September 18 to 20, of the National Industrial Advertisers Association. A morning session on the 19th will be given over to medium spokesmen.

In the afternoon, F. O. Wyse, Milwaukee Association of Industrial Advertisers, will present an analysis of a survey on advertising budgets, following which allocations will be made based on the talks presented at the morning session.

L. S. Hamaker, Berger Manufacturing Company, will preside over a symposium on the influence of improved design on marketing strategy. Other topics will include "Government in Business," H. T. Weir, chairman of the National Steel Corporation; "The Washington and Business Outlook," Clinton Bardo, National Manufacturers Association, and "How Can the Advertising Manager Become a Vital Factor in General Management and Strategy?" Forrest U. Webster, Cutler-Hammer, Inc.

The annual banquet will be held on the evening of September 19. Discussions on editorial and circulation evaluation, with C. J. Stark, T. C. Featherston, Frank L. Avery and Ralph Leavenworth, as speakers, are scheduled for September 20.

♦ ♦ ♦

C. M. Reese Heads Cleveland Marketers

Charles M. Reese, advertising manager of the Cincinnati Milling Machine Company, has been elected president of the Cincinnati Association of Industrial Marketers.

♦ ♦ ♦

Wine Institute Appoints Houlihan

James Houlihan, Inc., San Francisco agency, has been appointed advertising counselor for the Wine Institute, to assist in the development of plans for increasing the sale of California wines.

GOOD COPY

**employs both
telescope and
microscope.**

**It plans for the
future while
taking care of
immediate
needs.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

60 Advertising Bills

(Continued from page 12)

members of trades or industries to trade-practice conferences.

On June 5, Senators Nye and King introduced S.3007 and on the following day Representative Jenkins introduced a companion bill as H.R.8389. Both bills run some twenty-three pages each and would amend the Federal Trade Commission Act in important respects. The chief amendments have to do with Section 5, which, under the present act, makes only "unfair methods of competition in commerce" unlawful while the proposed bills would make unlawful "unfair or deceptive acts or practices in or directly affecting interstate commerce." Another provision of the bills provides that the Commission take over all NRA employees as well as all records of the NIRA.

Price discrimination is the subject of H.R.4995 introduced by Representative Mapes. The bill would amend the Clayton Act to make it unlawful "for any person engaged in commerce, in any transaction in or affecting such commerce, either directly or indirectly to discriminate unfairly or unjustly in price between different purchases of commodities, which commodities are sold for use, consumption, or resale within the United States, etc."

Somewhat akin to the above are the various pending bills aimed at chain stores. The most famous of these is the Patman Bill, H.R.8442, introduced on June 11 and on which hearings have been held before the House Committee on the Judiciary. It calls for an amendment to Section 2 of the Clayton Act.

Somewhat lengthy, the Patman Bill may be found in full in the appendix to the *Congressional Record*, Vol. 79, No. 119, June 11, 1935. Among other things, it covers "price differentials," "false brokerage," and "advertising allowances."

On June 26, Senator Robinson introduced S.3154 which would ac-

complish the same end. It was referred to the Senate Judiciary Committee. Mr. Patman's bill was written, it is said, by the counsel for the United States Wholesale Grocers Association.

In March, Representative Crawford introduced H.R.6979 "to prohibit secret cash rebates; rebates given in the form of merchandise whether in form of that sold or otherwise; advertising allowances in form of cash or merchandise whether in form of that sold or otherwise; and rebates in form of freight allowances in any form whatsoever." It was referred to the Committee on Interstate and Foreign Commerce. Still earlier, on February 27, Representative White introduced H.R.6246 "to prohibit manufacturers' special rebates or discounts to chain or branch store organizations competing with independent retail establishments." This too went to the Commerce Committee.

Senator Duffy's Copyright Bill

The best known of the copyright bills is S.3047 introduced by Senator Duffy and which passed the Senate on August 7. Hearings will be held on this bill early next session by the House Committee on the Judiciary which is headed by Representative Sirovich. It would amend the Copyright Act of 1909 and came in for some hot debate in the Senate. It particularly affects broadcasters. On May 16, Representative O'Malley introduced H.R.8099 "providing protection by registration of designs for textiles, furniture, toys, and other articles." It was referred to the Committee on Patents.

As might have been expected, a multitude of bills on radio were introduced, most of them with no hope of passage even on the part of their sponsors. The first of these was H.R.55, introduced on January 3 by Representative Rudd

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and referred to the House Committee on Interstate and Foreign Commerce. It would allocate one-fourth of broadcasting facilities to non-profit organizations. Other broadcasting bills are Senator Neely's S.820, Senator Wheeler's S.2243, Senator Walsh's S.3261 with its companion bill H.R.8852 introduced by Representative McKeough, the Scott bills, H.R.9229, H.R.9230, and H.Res.371 which would set up a Broadcast Research Commission, and Representative Monaghan's H.R.8475 which would put the Government in the broadcasting business.

On May 17, Representative Boehne introduced H.R.8115 which was referred to the Committee on the Judiciary. It reads, in full:

Manufacturers of nationally known products shall have the right by co-operative methods to withhold such products from distributors who persist in practices declared unfair or deceptive by any trade code court decree or executive authority of the United States.

Last we come to those bills having to do with postal matters. The first to be introduced was H.R.19, which Representative Fulmer brought in on January 3 and which was referred to the Committee on Post Offices and Post Roads. It would prohibit the sending of unsolicited merchandise through the mails. A Senate bill, S.1226, along identical lines, introduced by Senator Hayden, passed the Senate on January 31. This is the third Congress in which such a bill passed the Senate. In each of the two previous cases the bill died in the House.

Many were the bills to restore the 2-cent rate of postage on first-class mail, although there were variations as to how far a 2-cent stamp might carry a letter. For example, Representative Ludlow's H.R.79, which made its appearance on January 3, would simply "restore the 2-cent postage rate on first-class mail." So would the bill, H.R. 2798, of Representative Johnson and that of Representative Doxey, H.R.6431.

On the other hand, H.R.6224, introduced by Representative Brun-



More than 125,000 people (guaranteed) buy Punch and read it every week... When your advertising appears in Punch they read that too—and believe its message... When they believe, they act and buy... And when they buy, they set buying standards for millions of others. With Punch advertising there is no break in this chain of cause and effect. Sure and undiminished, Punch's power-to-sell works infallibly for every advertiser who uses its pages consistently. Is it working for you?

**USE
PUNCH MORE
THIS YEAR!**

MARION JEAN LYON: ADVERTISEMENT
MANAGER: PUNCH: 10 BOULEVARD ST.,
LONDON, E.C.4, ENGLAND: MEMBER
OF AUDIT BUREAU OF CIRCULATIONS

ner on February 27, would provide for the 2-cent rate "for local delivery or for delivery wholly within a county the population of which exceeds one million," and the bill, H.R.6514, which Representative Bacon introduced on March 7, would "provide for the application of the 2-cent rate on first-class mail matter for delivery within the confines of any incorporated city and to contiguous cities." Messrs. Brunner and Bacon are from New York.

On January 3, Representative Cochran introduced H.R.154, which is a bill "to punish fourth-class postmasters who inflate their cancellations by mailing or causing to be mailed at their offices matter which would not have been so mailed but for the extra compensation accruing to the postmasters," an excellent piece of legislation, as many mail-order houses know.

On January 30, Senator Hayden introduced S.1539, relating to undelivered parcels of the first class, the length of time they may remain in the post office and fees for their return. It passed the Senate on May 1, was taken up in the House in lieu of H.R.6374, a similar bill, on June 3 and passed without amendment.

There were other bills having to do with postal matters, but space does not permit my listing them all.

Several Proposed "Industry" Measures

Let us turn for a moment to those pending measures which are designed for one industry but the passage of which might well set a precedent for similar measures in other industries and with which agency and media men should be familiar.

The liquor industry should, by now, be used to legislation. As a matter of fact, without some regulation such as it received under the FACA and will receive under the new FAA, the business would be in a mess indeed. But there are certain other pending measures which might not prove so welcome. On January 10, Senator Capper introduced S.541, which would "prohibit the transportation in interstate commerce of advertise-

ments of intoxicating liquors." It was referred to the Committee on Interstate Commerce, where it will probably die. On January 16, Representative Brunner introduced H.R.4001, "to permit shipment of intoxicating liquors via parcel post." It was referred to the Committee on the Judiciary. Representative Mead, on March 5, introduced H.R.6436, having to do with the affixing of internal revenue stamps on liquor barrels, and it was referred to the Committee on Ways and Means.

On June 7, Representative Culkin introduced H.R.8404, which would prohibit the advertising of intoxicating liquors in any magazine or newspaper using the mails, by broadcasting, by direct mail, by motion pictures, etc. This is a drastic advertising bill indeed.

Food Industry Has Its Share of Bills

The food industry also has come in for more than its share of probing and regulation. I have already spoken of the proposed food and drug legislation. The Patman committee's inquiry into the American Retail Federation is fresh in the minds of all. The Wheeler resolution for the investigation of everyone in the food business will get going perhaps early next year.

There are many bills pending to amend the Packers and Stockyards Act. On August 9, Representative Dingell introduced H.Res.334 calling for an investigation of meat packers. It was referred to the Committee on Rules. In February, Senator Frazier introduced S.1736 which would set up a \$100,000,000 corporation entitled "Farmers' and Consumers' Financing Corporation." Under the terms of the bill, this tax-free corporation could raise, manufacture and market any food product. It was referred to the Committee on Agriculture and Forestry. Senator McNary later introduced S.2999 to establish a Federal Farm Board which could, among many other things, grant loans to any co-operative association or corporation to set up complete marketing facilities.

On March 14, Senator Neely in-

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roduced a bill, S.2255, "providing for the labeling, marking, and tagging of all boots and shoes." It was referred to the Committee on Interstate Commerce.

Senator Copeland introduced S.1375 barring the advertising of contraceptives.

Senator Capper introduced S.2318, having to do with the misbranding of textile goods and to be known as the "Truth in Fabric Act." It was referred to the Committee on Interstate Commerce. Its provisions were later covered by Senator Walsh's S.2909 which I have spoken of earlier in this article. You see, Senator Capper is a Republican. Then there is H.R.-9072 introduced by Representative Ellenbogen on August 8 and to be called "National Textiles Act."

There were others—the Hobbs Bill on selling insurance by mail, the Sauthoff Bill on the advertising of certain loan companies, and so on. But I shall have done. This sounds too much like a catalog as it is. I have doubtless failed to list some bills that you may know of yourself. I have purposely omitted such general legislation, passed and proposed, as the Social Security Act, the AAA Amendments, the question of a constitutional amendment, the Black Bill (S.473) calling for the reporting of salaries above \$25,000 per year, the lobby registration bills, etc.

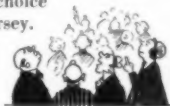
All of these should be carefully studied for they are important to every business and to every advertising man who is truly interested in his company.

I have ducked the question of inflation. Is it coming? And when? What effect will it have on your business, your commitments? I don't know. I won't even guess whether it will come and to what extent. Ask your Washington man. Ask Kiplinger. If Kip knows, he'll tell you: if he doesn't, he'll tell you that. I like a man of that sort.

But remember that these bills I have listed are not dead. They retain their status when Congress reconvenes. May I suggest that you familiarize yourself with those which affect your business?



How does your dollar do when it starts out to buy advertising? It will buy over 13% more circulation in the NEWARK EVENING NEWS than in the other Newark dailies combined. That doesn't even begin to tell a story about the coverage that is a natural result of the influence wielded by a newspaper like the NEWARK EVENING NEWS. It costs 40% less to have this newspaper carry your advertising into the greatest possible number of consumer homes in the Newark market—which, after all, is the one really important factor in the success of any schedule that seeks a slice of choice North Jersey.



Newark Evening News

NEWARK, NEW JERSEY

O'MARA & ORMSBEE, INC.,
General Representatives, New
York, Chicago, Detroit, San
Francisco, Los Angeles.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Russell
John Irving Romer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRISMER, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2: Melbourn Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager, San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months, Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, SEPTEMBER 12, 1935

Time to Breathe

Last week, Roy Howard, editor, and Franklin Roosevelt, President of the United States, were revealed to the nation as the participants in a fireside chat by mail.

In friendly vein, but in words that eschewed equivocation, Mr. Howard had written to the President, asking: When may business, alarmed by what your motives may be, expect a breathing spell? And the President had answered: The breathing spell is here.

"This Administration," Mr. Roosevelt wrote, "came into power pledged to a very considerable legislative program. It found the condition of the country such as to require drastic and far-reaching action.

"Duty and necessity required us to move on a broad front for more than two years. It seemed to the Congress and to me better to achieve these objectives as expeditiously as possible, in order that not only business, but the public gen-

erally might know these modifications in the conditions and rules of economic enterprise that were involved in our program.

"This basic program, however, has now reached substantial completion and the 'breathing spell' of which you speak is here—very decidedly so."

Is there here a Magna Carta for industry? Is there here, in the one view, a modern King John, conceding to the demands of the barons and making of Hyde Park a modern Rummymede?

To those extreme alarmists who visualize a crown upon the Rooseveltian brow and in the Rooseveltian hand a fasces, it will not be difficult to find in the Rooseveltian letter putative evidence of a lingering dictatorial ambition. Of the tax program, anathema to certain interests, he wrote that it is based upon "a broad and just social and economic purpose"; and the phrase does sound dogmatic. Of certain of his opponents he wrote: "Skeptics were present when Noah said it was going to rain and they refused to go into the ark." And that bit of moralizing does seem to reflect confidence in a brand of guidance not merely regally right, but divinely inspired; and a ribald mind might exclaim: "Only Noah? I thought he was our Moses!"

But, in another view, if what we gazed upon last week was, in fact, a new charter of liberties, grudgingly granted to silence the barons of industry—who, of late, have become increasingly insistent—then the man who wrote it is a more masterly master of dissimulation than our public life has reared in generations.

He sounds sincere. "The breathing spell is here," he says, "very decidedly so."

Upon those who will to believe, as does PRINTERS' INK—upon those who, in all honesty, have been waiting for re-assurance, his sincerity will imprint a profound impression

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To these it will appear that he has said: "You know the rules. None will be added. Go ahead!" And their resumed progress in the direction of enterprise will lead to benefit for us all.

And to the others, to those who will *not* believe, may thoughtfulness suggest that, in truth, as it changed in the Thirteenth Century the world, in the Twentieth, has changed again? The good old days are gone; and he is happiest—and no doubt will profit most—who, most quickly, can adapt himself and his works to the new.

But the change is not destruction. Closing his letter to the President, the chairman of the board of the Scripps-Howard Newspapers wrote a paragraph with which the President, quoting, closed his—

"With all its faults and abuses it has developed, our system has enabled us to achieve greater mass progress than has been attained by any other system on earth. Smoke out the sinister forces seeking to delude the public into believing that an orderly modernization of a system we want to preserve is revolution in disguise."

Stop the Baiter

The Better Business Bureaus have declared war on "bait" advertising; and manufacturers whose lines have been attacked by this evil will tell you that no cause for warfare could scarcely be worthier.

The "bait" advertiser advertises or displays an item of a nationally advertised line—but not for sale. His purpose is to lure customers and pass off upon them some low-quality, long-profit substitute.

At their recent convention in Syracuse, N. Y., Hugh Smith, manager of the Philadelphia bureau, told the Better Business Bureau executives:

"Every national manufacturer and every advertiser should accept the responsibility of making certain

that the local bureau is given sufficient resources to combat this evil and hold it substantially in check."

"Bait," advertising is crooked. In every community, social or economic, it is the duty of honest men to stop the crook.

Producer Minded

That crude, crass, thoroughly human strike that has invaded the idealistic domain of Messrs. Schlink and Kallett, moves the New York *Herald Tribune* to mighty eloquence. It expresses itself thus:

Those who have been awed by the sterling purity of purpose, the sea-green incorruptibility and stern, unbending devotion to the common man of Consumers' Research, Inc., will be shocked to learn that there is war in Washington, N. J., dissension in that righteous heaven. There is, in short, a strike there. It is rather odd. The devoted workers in the laboratories, who have spent long hours testing the arsenic upon the apple or the tensile strengths of bed sheets in order to warn consumers against the wiles of manufacturer and advertiser, have walked out.

In other words, the sacred temple of Consumption has been invaded. Its workers, dedicated to the holy cause of fighting for the rights of the consumer against those who want to sell things—these supposedly inspired laborers in the vineyard actually seem to want money for what they do.

They don't require an awful lot of money, but they want *some*. A rather substantial raise so as to make the minimum wage \$15 a week would, they think, give them sufficient zeal and courage to keep on trying to drive out the money changers.

Now, \$15 is a lot of money—more than any righteous person with a heart beating and perhaps bleeding for the consumer, should try to exact for a week's work in saving the aforesaid consumer from avaricious and covetous advertis-

ers. Mr. Schlink apparently knows this full well. Hence the strike.

It must be, after all, that Americans are producer-minded even when, as in this case, they are working for the consumer.

A producer-minded person seemingly cannot be entirely consumer-minded even when he is enlisted in a crusading army. This is perhaps one more error, another iniquity, to be charged up to the capitalistic system. Or possibly the poor guy only wants to eat. Crusaders with full stomachs can go more swiftly upon their errand of mercy.

State Fair

In some of the
Central Western
States—in Iowa,

for example—when the people, including of course the farmers, have money, they attend the State Fair in great numbers. When farm income is low the farmers simply stay home.

It doesn't cost much money to attend a State Fair. In some States, such as Kansas, admission is free. But a fair is built upon the old harvest home idea; it is a symbol of prosperity and plenty. Hence when the farmers are not prosperous they feel that they do not belong around a fair.

Everybody who has lived in the Central West knows what we are talking about here—and the same situation in varying degrees is to be encountered in other sections.

Here's a concrete application:

The Iowa State Fair, just concluded, was attended by 342,150 people—more than for the last five years and 31 per cent more than in 1934. Last year the fair lost \$15,000; this year it made \$30,000.

This, though, is only part of it. Farm implement sales on the Fair grounds touched a five-year high. John Deere sold 150 per cent more than in 1934; Allis-Chalmers Tractor, 60 per cent; Minneapolis-Moline Plows, 100 per cent, and International Harvester "a very

substantial increase—the most satisfactory week since 1930."

No diagram, no expository argument, no desk-pounding exhortations are needed to convince the astute and experienced merchandiser that here at last is the real thing. Certain prosperity signs are infallible. And as goes Iowa so goes many another favored State.

As a great agricultural weekly, we rejoice and are exceedingly glad as we pass along this good news.

Death at Baton Rouge

How often does
tragedy reveal
that, indeed,

"irony is the foundation of the character of Providence." How often do the threads of life so complexly involve themselves that the philosopher, contemplating the chaos, shares with the plowman man's groping ignorance of cosmic purposes.

Somewhere, in some dingy place, a workman fashioned an implement of death. Only this he knew: that this thing that he had made, this cheap and spurious tool, would find its way darkly to hands unknown. He who ultimately acquired it would think it Spanish. Perhaps the workman laughed. . . .

Pistol shots in a marbled corridor. A stocky, white-clad figure falters; and a round and florid face goes white. Two pistol shots, but not a third. The counterfeit instrument has jammed—too late. And the hands that in life a moment ago held it and dealt out death are not the blunt and bloody hands of a killer, but the slender, sensitive hands of a healer. . . .

And why do life and death thus dispose? Man cannot know. Only the emotions speak, as speak now the emotions of PRINTERS' INK. In his life we opposed him. But the Reaper came too soon, came too barbarously, came too cruelly, came too needlessly to Huey Pierce Long.

SPEAK SOFTLY WHEN WIELDING BIG NUMBERS

Advertisers in Esquire have received a bonus of 38.6% for the nine month period through September. That's a \$386 dividend on every \$1,000 invested in Esquire space this year.

September Magazine Advertising

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Sept.	1934 Jan.-Sept.
Fortune	85	53,483	65,333	27,403	534,040	558,927
Town & Country	44	29,631	a38,276	a33,541	287,232	299,514
Yachting	44	e27,745	be46,452	14,671	315,587	256,747
Esquire	36	23,861	24,910		243,209	130,400
The Spur	35	23,296	24,686	19,565	198,772	217,572
Cosmopolitan	52	22,269	25,197	20,722	230,684	229,971
American Home	34	21,670	15,995	5,568	164,314	96,794
N. Y. Met. Edition	43	27,375	23,027	10,905	212,763	140,688
Motor Boating	50	21,600	20,304	14,796	261,028	239,886
House & Garden	32	20,044	27,087	17,896	188,026	242,237
House Beautiful	30	19,122	20,980	7,844	172,086	174,088
American Magazine	41	17,679	18,795	18,516	164,060	175,511
Better Homes & Gardens	38	17,260	11,484	10,695	161,619	134,200
Nation's Business	39	16,930	16,805	15,982	145,153	155,074
Country Life	23	15,729	18,697	18,003	164,003	158,109
Popular Mechanics	66	14,861	11,872	9,632	143,427	114,342
The Instructor	19	12,841	10,219	9,478	100,266	78,219
The Sportsman	19	12,831	14,819	16,489	129,728	154,336
Field & Stream	30	12,727	9,053	9,515	125,830	105,398
Redbook	29	12,461	15,583	12,178	148,816	141,427
American Forests	30	12,390	3,150	3,360	48,300	34,759
American Rifleman	27	11,709	7,722	6,771	80,756	67,011
Motion Picture	27	11,179	13,477	15,207	90,225	120,027
Movie Classic	26	11,025	13,477	14,706	90,057	119,084
Popular Science Monthly	25	10,690	10,339	7,643	112,094	109,497
Vanity Fair	16	10,041	19,463	10,826	129,337	203,506
Outdoor Life	23	10,014	7,030	6,937	97,014	71,758
Screenland	23	9,947	9,328	7,884	90,083	87,341
Grade Teacher	22	9,743	8,278	8,494	68,791	57,424
Boys' Life	14	9,742	10,689	9,708	86,029	83,427
Modern Living	23	e9,730	e6,285	4,873	74,616	60,007
Christian Herald	14	9,520	6,630	8,710	80,562	79,278
Atlantic Monthly	42	9,433	4,875	5,955	94,626	48,182
Modern Mechanix & Inventions	41	9,218	13,945	5,587	93,174	99,042
Polo	13	8,778	12,432	13,272	78,872	96,054
Silver Screen	20	8,650	9,205	6,986	87,834	86,720
Banking	20	8,484	8,529		102,438	95,790
Life	19	8,079	9,049	6,515	72,101	84,613
Physical Culture	19	8,071	9,596	8,128	84,621	80,504
Forbes (2 August is.)	18	7,958	8,072	9,327	e95,589	e87,054
Sunset	13	7,694	11,300	6,399	104,020	93,745
Extension Magazine	11	7,535	8,143	8,355	61,422	63,340
Letters (2 August is.)	17	7,383			d7,383	
National Sportsman	17	7,179	7,128	5,611	79,493	66,228
Radio News	16	6,736	5,630	4,982	64,417	62,072
Sports Afield	15	6,541	5,804	6,958	70,195	67,524
Harpers Magazine	29	6,440	7,252	7,140	68,656	77,448
Review of Reviews	15	6,339	4,923	6,641	53,556	53,634
The Stage	9	6,276	4,928	2,588	50,242	54,638
American Boy	9	6,253	6,702	6,656	68,107	62,536
American Legion Monthly	14	6,017	5,930	6,120	43,515	53,378
Model Airplane News	14	5,995	3,773	3,761	56,112	60,317
Screen Romances	14	5,933	5,689	5,545	52,252	57,656
National Geographic	23	5,571	8,023	4,816	60,568	65,167
Hunting & Fishing	13	5,552	6,281	4,404	65,864	56,633
American Golfer	9	5,516	9,927	6,421	103,029	113,112
Elks Magazine	11	4,747	5,309	4,004	53,227	48,006

(Continued on page 92)

"I learned about dealer identification from my wife"



Reflection of a business executive on a shopping trip:

"Have I been overlooking something? My wife turns naturally to the classified telephone directory when she wants to know where to buy an advertised brand. I suppose millions of others do the same. And here I've been groping around for a way to make it easy for prospects to find my dealers!"

Thanks to the idea born right then and there, another brand name will soon be listed in classified telephone directories . . . another brand made easy to find.

168 RAD-RAD

Radios - (Cont'd)

R C A VICTOR RADIO AND RECORDING COMBINATIONS

R C A Victor Radio
sets will gladly
make home amuse-
ment, education and
communication in the
most complete new
R C A Victor line.
See them also for
Victor Records.



"WHERE TO BUY THEM"

DISTRIBUTORS

MOORE & SUGGS 215 Madison St. New York 22

DEALERS

James Smith Co. 1217 Walnut St. Phila. 10

Peter Brothers 2108 Broadway, N.Y. 10011-25

Radio City 1400 Madison, N.Y. 10017-4

Radio City 15 Grand St. N.Y. 10011-1

Radio City 15 Grand St. N.Y. 10011-1

Radio City 15 Grand St. N.Y. 10011-1

Radio City 15 Grand St. N.Y. 10011-1

AMERICAN TELEPHONE & TELEGRAPH CO.
Trade Mark Service Division

195 Broadway
New York

311 W. Washington
Chicago

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Sept.	Jan.-Sept.
Startling Detective Adventures ..	11	4,667	4,096	2,788	38,147	36,791
Scribner's	11	4,590	4,192	5,259	50,676	43,010
Real Detective	10	4,242	5,380	6,532	54,637	54,614
Film Fun	9	4,004	4,773	4,931	33,532	49,185
Judge (August)	8	3,578	3,854	4,007	c36,391	c39,772
Travel	6	3,532	5,056	3,443	68,864	62,392
Dell Men's Group	16	3,528	2,352	1,792	26,231	29,748
True Detective Mysteries	8	3,452	3,633	2,104	33,297	23,341
American Mercury	14	3,127	2,331	2,796	23,098	25,243
The Forum	7	3,028	4,719	4,330	38,376	35,108
Munsey Combination	13	2,912	2,744	2,464	27,496	25,256
Picture Play	7	2,860	3,224	4,004	29,766	32,679
Nature Magazine	7	2,850	2,428	1,887	31,559	22,155
Rotarian	7	2,839	2,445	2,369	33,004	25,173
Scientific American	6	2,728	2,413	3,432	24,597	22,352
Golden Book	11	2,570	2,678	2,231	25,382	21,605
Open Road for Boys	6	2,541	4,855	6,239	34,671	38,261
The Lion	6	2,540	2,323	1,365	23,946	20,494
Mag. of Wall Street (3 Aug. is.)	5	2,502	a3,207	a4,521	c23,672	c34,318
Current History	10	2,155	2,438	2,072	19,761	20,841
St. Nicholas	5	1,960	1,287	3,296	25,086	22,229
Street & Smith's Big 7 Group ..	9	1,960	2,016	2,240	17,864	18,914
Street & Smith Combination	7	1,568	1,624	980	16,072	9,856
Asia	2	950	2,484	4,052	20,182	24,796
Blue Book	3	710	571	608	6,475	6,079
Totals		775,246	819,015	618,863	7,505,288	7,274,370

a Two issues. b Cup number. c Jan.-Aug. lineage. d Aug. lineage. e Larger page size.

WOMEN'S MAGAZINES

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Sept.	Jan.-Sept.
Vogue (2 is.)	156	98,444	90,440	59,358	674,430	610,517
Harper's Bazaar	104	69,563	62,804	48,979	528,433	488,876
Good Housekeeping	90	38,653	41,817	38,792	385,174	389,614
Woman's Home Companion	47	31,813	41,813	32,405	357,850	376,841
Ladies' Home Journal	45	30,786	39,057	32,112	362,028	387,669
McCall's	42	28,631	35,484	31,199	357,322	380,551
Pictorial Review	24	16,251	10,043	10,911	161,851	135,682
True Story	37	15,810	17,770	15,593	178,894	175,602
Parents' Magazine	34	14,697	16,223	12,916	137,124	122,694
N. Y. Met. Edition	38	16,270			112,701	
Movie Mirror	33	14,059	8,908	3,547	122,784	81,708
Love & Romance	30	12,767	5,983	3,957	106,252	70,108
True Romances	30	12,735	6,235	4,999	108,637	73,110
True Experiences	29	12,553	5,923	3,883	106,064	67,740
Radio Mirror	27	11,746	4,249		99,513	32,162
Tower Magazines	17	a11,665	12,386	10,609	153,475	116,852
Modern Screen	27	11,509	12,385	9,779	132,299	126,084
Radio Stars	25	10,751	6,474	1,887	122,488	72,112
Hollywood	26	10,723	5,812	3,738	103,257	68,993
Modern Romances	25	10,717	11,807	9,261	124,892	120,228
Screen Play	25	10,688	7,874	4,543	105,314	84,932
Screen Book	25	10,626	6,988	5,125	103,478	77,750
Delineator	15	10,162	21,575	23,006	122,161	214,060
Household Magazine	13	8,842	9,222	9,524	106,840	112,576
Romantic Stories	20	8,429	5,707	8,980	85,778	68,025
True Confessions	20	8,388	6,167	5,724	89,015	76,544
Holland's	11	8,303	10,264	7,846	93,195	99,413
Photoplay	18	7,596	13,999	15,407	89,587	126,582
Farmer's Wife	11	7,240	8,324	7,480	87,510	89,463
Woman's World	10	6,777	4,593	3,321	71,296	56,359
Romantic Movie Stories	15	6,228			b18,510	
Home Arts	8	5,157	5,175	3,924	44,716	41,774
Child Life	11	4,901	5,337	5,689	32,796	37,843
Messenger of Sacred Heart	10	2,289	2,239	2,568	14,625	16,157
Junior Home for Mothers	4	1,720	2,256	c3,401	18,049	18,608
Totals		572,792	545,333	440,463	5,413,841	5,017,193

a Larger page size. b July-Sept. lineage. c Aug. & Sept. issues combined.

(Continued on page 94)

1934
n.-Sept.
36,791
43,010
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49,185
39,772
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29,748
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25,243
35,108
25,256
32,679
22,155
25,173
22,352
21,605
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20,494
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18,914
9,856
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934
-Sept.
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774
843
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193

for the first ^{nine}~~eight~~
months of 1935
MODERN MAGAZINES
carried more pages
of advertising than
any other group!

NATIONAL WEEKLIES (5 August Issues)

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Aug.	Jan.-Aug.
Saturday Evening Post	176	119,102	a107,137	a82,958	1,218,008	1,184,233
Collier's	96	65,526	a53,325	a43,348	647,418	584,602
Time	135	a57,580	a69,887	a43,598	707,062	695,619
New Yorker	123	52,752	a57,629	a36,692	654,401	717,692
The American Weekly	26	a49,296	a46,349	a38,700	497,854	431,677
The United States News	19	a39,966	a28,674		365,677	259,018
Business Week	59	24,719	a18,960	a11,778	203,049	173,970
Liberty	46	19,778	a20,372	a14,376	185,006	192,053
Literary Digest	36	16,087	a20,720	a16,228	194,094	223,364
News-Week	30	12,657	a9,296	a9,351	111,670	111,239
The Nation	12	a4,400	7,000	6,350	58,750	60,550
New Republic	6	a2,489	4,848	3,240	38,847	39,458
Totals		464,352	444,197	306,619	4,881,836	4,673,475

a Four issues.

CANADIAN (August Issues)

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Aug.	Jan.-Aug.
Maclean's (2 is.)	30	20,930	18,951	16,743	253,024	254,283
Liberty (5 is.)	47	20,113	b19,214	b12,187	185,288	179,243
" exclusively Canadian	13	5,375	4,660		61,556	41,419
" in comb. with U. S. ed.	34	14,738	14,554		123,732	137,824
Mayfair	30	a19,942	a18,876	15,293	271,323	208,927
Chatelaine	26	18,473	18,141	10,573	191,628	179,595
Canadian Home Journal	26	17,914	16,894	13,816	208,086	211,102
Canadian Business (Sept.)	27	11,492	14,420	8,070	c105,792	c99,878
National Home Monthly	16	11,489	13,887	10,610	133,489	161,840
The Canadian Magazine	12	8,327	8,434	8,398	109,000	106,961
Totals		128,680	128,817	95,690	1,457,630	1,401,829

a Larger page size. b Four issues. c Jan.-Sept. linage.

Grand Totals

Kingsbury Appointed

Fred Kingsbury has been appointed advertising manager of the Farmers & Manufacturers Beet Sugar Association, Saginaw, Mich. He was formerly with the Chris-Craft Corporation, Algonac, Mich., in a similar capacity.

Death of C. T. Brainard

Clinton Tyler Brainard, president of the McClure Newspaper Syndicate, died September 3 at Winthrop, Me., aged seventy. He formerly was president of Harper & Bros., New York.

National Campaign for Eye-gene

Scott Phillips, Inc., Chicago, has introduced a new product, Eye-gene. A national campaign will start this month using radio, newspapers and trade papers. The Edward W. Zabel Company, Chicago, is placing the advertising.

Broecker with WIRE

Arthur C. Broecker, for the last twelve years display manager of the Indianapolis Star, has been made sales manager of radio station WIRE, of that city.

Law-Plumer, New Business

Law-Plumer, Inc., has been established at Chicago to conduct a creative service specializing in sales promotional plans and materials. Officers are at 360 North Michigan Avenue. Partners are H. B. Law and F. W. Plumer. Mr. Law was formerly with Law-Chapman & Shepherd, predecessor of the new company. Mr. Plumer was at one time a partner in the Floing-Plumer Studios, Chicago, and later headed F. W. Plumer, Inc.

McSweeney Joins Schweinler

E. F. McSweeney, Jr., for the last three years vice-president of the Hall Printing Company, Chicago, has joined the Charles Schweinler Press, New York, as executive vice-president.

McMahon Leaves Basford

Edward J. McMahon has resigned as New England manager of the G. M. Basford Company, New York agency.

Wasser to Aerial Publicizing

G. S. Wasser has joined the executive staff of Aerial Publicizing, Inc., New York, as sales director.

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1934
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184,233
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595,619
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259,018
73,970
92,053
23,364
11,239
60,550
39,458
73,475

934
-Aug.
4,283
9,243
1,419
7,824
8,927
9,595
1,102
9,878
1,840
6,961
1,829
6,867

Police Enter Chain Quiz

Patman Committee Also Uses Four Secret Agents in Preparation for Public Hearings

*Printers' Ink Bureau,
Washington, D. C.*

THE House committee which has been investigating the American Retail Federation has called in the police. A request has just been sent to the police departments of all large cities, asking them to submit to the committee the police records, if any, of chain-store employees charged with short-weighting customers.

"I want to know who gets the benefit of short-weighting," said Congressman Sol Bloom, of New York, who is directing the committee in Washington during the temporary absence of its chairman, Wright Patman of Texas.

"The customer," Mr. Bloom went on, "certainly isn't helped by being cheated. The clerk who does the short-weighting isn't in a position to profit by it. The profits must go to someone above and beyond the clerk; and I want to know who that someone is."

The immediate cause of this action was the eruption in Washington a short time ago. Seventeen employees of the Great Atlantic & Pacific Tea Co., were charged with giving short weights. In making the charges, Mr. Bloom said, no shortage of less than a quarter of a pound was considered. Trials of the accused A & P employees will begin September 17.

"We want to find out the number of these cases," said Mr. Bloom. "But more than that, we want to learn who benefits by them."

This is only one of the moves which the committee is making to get a complete picture of retail trade in America. Four secret agents have been sent to New York to get details on the buying operations of chain grocery, department and drug stores, and the selling operations of manufacturers who supply these stores.

"Does that mean that you are going farther into the advertising allowances and rebates granted by manufacturers to chain stores?" asked the PRINTERS' INK representative.

"Oh, yes," replied Mr. Bloom. "But the advertising allowances and rebates are small compared to some things that we have heard about. The A & P got \$8,000,000 or \$9,000,000 a year in these allowances; but even that may look small before we are through."

Asked for particulars, Mr. Bloom said that these would come out in the investigation.

"I am anxious to know why the chain stores keep open so many stores that are losing money," he said. "That's what their books show; but I wonder. A chain, let us say, has 100 stores. It pays its manager \$50,000 a year. That means that they charge \$500 to each store which goes to this salary of one of the management. I wonder if that store would be losing money if it didn't have to pay this \$500."

"That's just one item. In at least some of the chains, supplies are charged to the individual stores at list prices; but the top company gets a discount of 10 per cent, perhaps more. If every store lost money on that basis, the big company would be making millions."

"Go back to the advertising allowance and rebate. The A & P got close to \$9,000,000 a year out of that. Can't you see that if they lost \$5,000,000 in their stores, according to their plan of bookkeeping, they still would be nearly \$4,000,000 ahead on these rebates alone?"

Mr. Bloom will hold public hearings in New York and Mr. Patman in the Western cities, beginning as soon as they get the report from their secret agents. These hearings will be open to the public.

The Little Schoolmaster's Classroom

KUDOS to Chevrolet, for its current magazine advertising, every inch of which urges careful driving, particularly to protect the children soon to return to school. The "School—drive carefully" signs have gone unheeded for a couple of months, for every driver knew that schools are not in session. Chevrolet reminds us forcefully that the young ones will soon be out in force and most of them compelled to cross roads or streets where they don't get an even break.

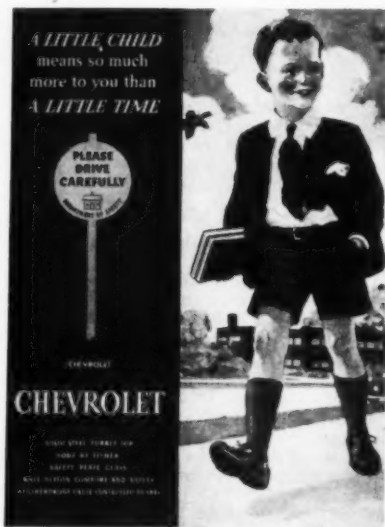
New cars move fast—very fast—these days. It sometimes seems that car manufacturers, tire builders and road makers have conspired insidiously to hurry up traffic. It is good to see Chevrolet come out with the earnest injunction: "*A little child means so much more to you than a little time.*"

• • •

Ordinarily copy writers face a difficult task in putting interest into fire insurance copy. This handicap has been cleverly overcome in advertisements which will soon be run by the United Mutual Fire Insurance Company of Boston.

The copy is made to order for the readers of *Time* and *Literary Digest* who will be invited to participate in a competitive test, pitting their knowledge on fire insurance details against that of other readers of the particular publication they read. A two-third page on the left-hand side carries the caption "What Is Your I. I. Rating?"

"I. I.," it is explained, is "insurance information." There follows six questions, answers to which appear in a column advertisement on the facing page.



Curiosity being what it is, readers will be stopped by the headline inquiry, led to read at least some of the questions, and to the single column for answers. By this strategy the advertiser feels that even casual readers will receive some part of his message.

Further, those who fill in the questionnaire and mail it to the company will receive a report on the average rating of fellow readers and a copy of a booklet on "How You Can Save Money on Fire Insurance."

• • •

From time to time the Class has discussed competitive copy. A new high—or something—in this type of copy was found recently in a Nashville, Tennessee newspaper.

It was headed, "Notice to Those Needing Ice," and was signed by the Ice Refrigeration Agency.

The Schoolmaster feels that good

NEEDLECRAFT

August 1935

The Home Arts
MAGAZINE

Ten Cents

... **Becomes****HOME ARTS**

SEPTEMBER 1935 NEEDLECRAFT TEN CENTS

A change of name has long been indicated. For the magazine has exceeded for many years its original editorial scope. It is and long has been devoted to *all* the Home Arts.

We do not abandon entirely the old title, "Needlecraft," for, under its new name, HOME ARTS—Needlecraft, the magazine will continue to print the largest volume of editorial matter devoted to home sewing in any woman's magazine.

Needlework is still and always will be the keynote in making a house a home. It is fundamental in interior decoration, table setting, entertainment, personal appearance, and care of children. It is the foundation of shelter, warmth, eating, sleeping. And, furnishing as it does an outlet for self-expression, it provides an editorial point of departure for unique treatment of home-making problems.

It is our belief that under its new title, HOME ARTS will increase its present healthy growth in circulation and advertising lineage.

Needlecraft Publishing Co.

AUGUSTA, MAINE

NEW YORK • CHICAGO • BOSTON • SAN FRANCISCO • LOS ANGELES

1935 - 1936 List of Executives and Buyers in the Voluntary and Cooperative Groups Food Field

This list has just been compiled and is ready for immediate delivery. It consists of two master volumes with two supplements to follow.

This is the only list of its kind in existence.

Price \$60

Voluntary and Cooperative Groups Magazine

114 East 32d St., New York, N. Y.

A SUPER SALESMAN?

To this he lays no claim, yet believes he possesses average intelligence.

Broad Experience?

Possibly, for he has been a salesman, a sales manager, and is now general manager of a moderate size manufacturing concern.

Indefatigable Worker?

Perhaps not, yet he likes to get the job well done.

Education?

University graduate—of doubtful benefit.

Age?

36, neither old nor young.

Ambitious?

To the extent that he is looking for a growing concern, where his latent ability has room for expansion.

Salary?

\$7,500 and more as he proves his worth.

Interested?

Then write to "W," Box 150, P. I.

students of competitive copy should read this none too subtle advertisement from end to end. Therefore, he is quoting the copy in full.

The ice companies of Nashville are receiving emergency calls daily from people whose mechanical refrigerators have broken down with the hot weather. We are doing our best to service these calls as promptly as possible, but the large number has imposed heavy demands that may cause delay where special deliveries are wanted.

For your sake as well as ours, won't you please call as early as possible after your break-down occurs in order that our service men may take care of you on their regular deliveries?

The ice factories of Nashville have a production capacity sufficient for all possible needs—in fact, they even ship ice to other cities—and are prepared to take care, not only of their regular customers, but of any and all others as well, provided they are notified in time.

In cases of sickness in homes that have mechanical refrigerators, the ice companies will of course make any sacrifice to supply ice when needed.

To all who have mechanical refrigerators, we would suggest the safest plan during the hot weather would be to arrange with an ice company for regular delivery to your home. In this way much embarrassment and discomfort may be avoided.

Perhaps this advertisement started a stampede in Nashville away from mechanical refrigeration toward the icebox. The Schoolmaster says, "Perhaps," because it is a little difficult for him to believe that a blow of this type, telegraphed so obviously, could have much permanent effect. Anyway, the advertisement belongs in the museum of competitive copy.

* * *

Members of the Class, laboring under the delusion that constant change is necessary to success in the national advertising of a generally used product, may well consider the accomplishment of "Amos 'n' Andy," now entering the seventh

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year of an outstanding and successful campaign.

Just simply worded, plain everyday psychology that interests, and entertains—no scholarly or extravagant text, no fancy type or artwork, no preferred position, no brand new frills or stunts of any kind; yet they hold their large audience, for five days a week with one theme.

...

This summer the Conservation Department of the State of New York issued the State's Official Vacation Guide. It was not called that, however, bearing the much more effective title, "How to Plan a Successful Vacation."

It was illustrated with some interesting pictures and the State was divided into various areas, each one being called a "vacationland."

The most interesting feature of the book to the Schoolmaster was a page, "How to Make Up a Vacation Budget" which gave the prospective vacationer a good idea of how to plan the expenses of his holiday. The back cover of the book was folded over. When the fold was opened it revealed a form headed, "My Vacation Budget for 1935."

At the top of this budget form was space to note—"Where I am Going," "From," "To," "Number of Days," "Number of Adults in Party," "Children." The form divided into two parts, one for each week. Each week's part was divided into sections for each day. The items to be listed were where the money was to be expended, the cost of transportation, hotel costs, meal costs, tips, and amusements and extras.

With this form in front of him the average family man could sit down and make out a reasonably exact budget for his proposed vacation. This is an excellent suggestion for other advertisers in the travel or vacation area field.

...

The Schoolmaster wonders how many members of the Class have heard of Department 103 in the main plant where Dodge Brothers cars are made. He, himself, had never heard of it until recently

a clearing house
of experience . . .

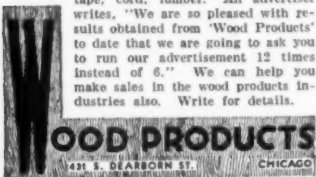
WHEN you need someone to serve in a sales, advertising or marketing capacity, PRINTERS' INK is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in PRINTERS' INK. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

VENETIAN BLIND

Industry is growing. This is the only publication carrying special section on their manufacture. A big market for finishing materials, tape, cord, lumber. An advertiser writes, "We are so pleased with results obtained from 'Wood Products' to date that we are going to ask you to run our advertisement 12 times instead of 6." We can help you make sales in the wood products industries also. Write for details.



TEN YEAR PLAN

complete! I gave my decided sales, promotional, advertising abilities ten years of basic front line, not copy desk, experience with retail, mail order, converting, mill activity (textile predominant). Responsible posts, major organizations. I am now ripe for important promotional or merchandising connection, especially with agency or manufacturer with dealer sales problems. Age 30-married-employed. "T," Box 148, P. I.

CHICAGO REPRESENTATION AVAILABLE

by an established financially responsible office, now handling a nationally advertised line. In good position to sell volume items. Interested only in articles now in production. Address "Y," Box 149, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

ACCOUNT EXECUTIVE

Progressive medium size New York advertising agency, centrally located, with list of high grade accounts. All reputation, complete recognition, desires to expand. Will take on a man of real ability who can be depended upon for a reasonable amount of actual current business.

Unusually attractive terms to the right party. Reply, in strict confidence, "N," Box 146, Printers' Ink

when he read a comment in *Automotive Industries*.

To get a job in Department 103 an employee must be fifty-five years old at least and must have been employed by the company for at least ten years. Some exceptions are made to these qualifications where workers are handicapped permanently or temporarily for the work they have been doing. In the case of the temporarily handicapped, they go back to their regular work as soon as they are able.

The following quotation was abstracted from an old issue of the "Chrysler Motors Magazine" by the writer in *Automotive Industries*:

"Here are performed operations that require patience, care, and deft hands rather than brawn and speed—small machine work, light assembly, bench work, and so forth. Men who have given their best years to their work are placed in this department, where they have the opportunity to really earn a living at jobs they can do as well as younger men."

The automotive industry has been notorious for its ability to junk men because of the many exacting, high-speed, mass-production operations necessary in the manufacture of an automobile. It is not alone, however, in its exacting demands.

One of the most pressing and at the same time most tragic industrial problems is that of the old man. Today an old man in industry may not be a patriarch. Yet every year thousands of workers are thrown out of factories as so much junk because they are no longer able to carry on under the pressure of present high-speed industrial demands.

Chrysler is to be complimented on the continued operation of Department 103. The humanitarian aspects are obvious. The School-

LETTERHEADS
—
ENVELOPES
—
OFFICE FORMS
—
INVOICES

PRINTING Quick! Careful! Reasonable!

• PHONE: MURRAY HILL 4-3320 •

CUSTOMER SURVEY PRINTING
12 EAST 32ND STREET NEW YORK CITY

LEAFLETS
—
BROADSIDES
—
BOOKLETS
—
LABELS

TORONTO
MONTREAL
WINNIPEG
LONDON, E.C.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Classified Advertisements

BUSINESS OPPORTUNITIES

New York Agency has attractive proposition for seasoned publicity man with available business or ability to produce business. Replies confidential. Box 826, Printers' Ink.

Litho Color Printing and Advertising Concern just starting business in Florida. Unusual opportunity for office and sales manager with moderate capital. Box 834, Printers' Ink.

PARTNER WANTED

Trade Publication, established over 50 years. Biggest in its field. Unusual profits in sight. Box 824, c/o Printers' Ink.

HELP WANTED

SALESMAN WANTED for New York and vicinity. Experienced man with following to sell Litho and Printed Display Material. Drawing against commission. Reply Box 825, Printers' Ink.

ASSISTANT ADVERTISING MANAGER for rapidly expanding near eastern weekly news magazine. State fully, date of birth, religious preference, education, experience, record of sales and earnings, references, dependents, compensation expected. Box 829, P. I.

CIRCULATION MANAGER wanted by new publisher of old established quality weekly with 6,000 subscribers, in good under-developed market. Distribution must be tripled, without premiums or other forced sales methods. Boy carrier experience desirable. Give completely all qualifications including references. Also suggested promotion plan and income expected. Box 828, Printers' Ink.

LAYOUT MAN

New York newspaper needs a young layout man and visualizer. Should know principles of good layout, type faces, engraving and other phases of production. Preferably one that is under thirty years of age. Write qualifications, experience, salary expected. "P," Box 835, Printers' Ink.

MISCELLANEOUS

ECONOMIZE!! Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc., 600 copies \$2.50, add'l hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

POSITIONS WANTED

PUBLIC RELATIONS man available at once; broad background; matured judgment; highest references; will go anywhere. Address Box 833, P. I.

OBJECT MATRIMONY—To advertising job. Will wash dishes, scrub floors, and even do the diapers if necessary. Salary? Bah!! Future? Ahh!!! Box 837, Printers' Ink.

PRODUCTION MANAGER with 10 years' experience in a leading New York agency handling all details on large local and national accounts. Box 839, Printers' Ink.

COPYWRITER-EDITOR; sound ideas, strong sales slant, human-interest style. Seeks opportunity with advertiser or publisher. 31. Married. Your terms. Box 832, Printers' Ink.

Young Man, some experience at advertising agency production work and magazine publishing, 29, single, college graduate, typing, diligent worker, capable and trustworthy. Box 838, Printers' Ink.

Advertising Manager, extensive sales—merchandising experience, seasoned producer of plans, ideas, copy, layouts, publicity, general sales promotion. Seeks manufacturer or agency connection. Box 836, Printers' Ink.

Capable Organizer, 42, experienced in office—personnel—public relations—sales promotion management. Excellent assistant for busy executive. Salary subordinate to future possibilities. Highest credentials. Box 212, Caldwell, N. J.

★ **Copy** ★ **Merchandising** ★ **Radio** ★ Living, reason-why copy. Sound, down-to-earth sales ideas. Radio continuities. Fecund imagination. Agency, advertiser, publishing background. Nine years' broad experience. Box 827, Printers' Ink.

REPORTER, 10 years outstanding dailies, now employed, desires change to publicity or trade journal; age 31, married, self educated, industrious; merchandising, publicity experience; quality references. Salary \$60 weekly. Reply Box 220, Montclair, N. J.

At 1/2 Par Value

Young executive offers 11 years' experience—agencies and advertisers. Contact, research, space, production, also liquor, automobile advertising. Creative. University graduate. Box 831, Printers' Ink.

ASSISTANT ADVERTISING MANAGER

aggressive, resourceful, university trained advertising man desires post as assistant advertising manager substantial manufacturer. Wide experience selling and promotion. Married, 38. Have much to bring. A-1 Credentials. Desire opportunity to progress. Will accept reasonable salary. Box 830, Printers' Ink.

\$1.50
FOR 100
COPIES
8 1/2" x 11"

WANT for PHOTO-OFFSET
FASTER SERVICE

J.A.WANT
ORGANIZATION
124-5th AVE
WATERLOO
9-8913

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

master has an idea that this department also pays good dividends because the older men in every industry represent a reservoir of skill and loyalty that cannot be picked up off the street for the asking.

How much better it is to capitalize that skill and loyalty than to toss it wastefully aside as one would toss aside a worn-out machine.

• • •

A recent advertisement in a business paper going to grocers emphasizes one of the lesser used themes in advertising to dealers.

The advertisement was signed by the Pacific Coast Borax Company.

Grocers sell a lot of 20 Mule Team Borax during the course of a year. The question arises, however, how many grocers use the product themselves. This was the theme of the advertisement.

The headline said "20 Mule Team Cuts Down Damaged Stock Losses—Inexpensive—Safe!"

The copy was divided into two sections one telling how the product keeps refrigerators clean and prevents fermentation and decay, the other pointing out that it protects stocks against weevils and other insect pests.

The Schoolmaster has commented from time to time on the effectiveness of getting the dealer to use a product himself. Old-time grocery salesmen knew that one of the best ways to get dealer interest was to feed the grocer some of the merchandise that he was being asked to sell.

In spite of the fact that this is one of the oldest and most effective sales devices, far too few advertisers are using it, particularly in business-paper copy. Although the 20 Mule Team advertisement said nothing about the sales possibilities of the product, if it did a convincing job in getting the dealer to use Borax, there was no particularly long step for the dealer to take in realizing that it was a good product for him to sell. Furthermore, when he recommended it he was in a position to give a good, effective testimonial for it himself.

IT'S THIS EXCLUSIVE FEATURE* THAT COUNTS AND

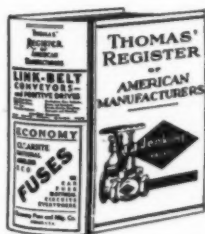


IS RESPONSIBLE
FOR IEN'S EARLY
CIRCULATION
ADVERTISING
LEADERSHIP IN
ITS FIELD.

* Industrial Equipment News is the first and only industrial publication specifically designed, both editorially and mechanically, for *Buying Reference Service* . . . its 40,000 industrial readers check it monthly for "what's new" . . . an ideally timed and set-up procedure that obviously invites and opens the way for accompanying informative industrial product advertising.

The advertising **ACTION** resulting from this unique set-up has proved its worth and is still available for only \$69 to \$75 per issue.

Thomas' Complete Purchasing Service



The combination of **THOMAS' REGISTER** and **INDUSTRIAL EQUIPMENT NEWS** is

26th Annual Edition

THE BUYERS' MASTER KEY
TO ALL
AMERICAN SOURCES OF SUPPLY

Member Nat. Assn. of Mfrs.
Audit Bureau of Circulations

the complete
informative
service for
purchasing
activities in
continuous
use by a ma-
jor portion of

the total industrial and business purchasing power of the U. S.—all lines—Everywhere.

The annual Register is the **complete permanent file** for all established products, showing names of all Manufacturers, etc., and descriptive matter for many of them—thus offering the obvious value of a **complete directory** combined with the **most comprehensive collective catalogue**. The monthly "I E N" continuously reports new developments as they appear throughout the year, between the annual publication dates of the **REGISTER**.

Thomas Publishing Co., 461 8th Ave., New York

Taxpayer!

● You will need more sales to pay next year's higher taxes.

● Over 800,000 families turn daily to the Chicago Tribune for buying information.

● A Tribune representative will be glad to help you work out an advertising plan to get more business this fall.

Chicago Tribune

WORLD'S GREATEST NEWSPAPER

Thomas Publishing Co., 461 8th Ave., New York

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